

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

Vol. LXX. No. 14.

NEW YORK AND CHICAGO, SEPTEMBER 30, 1911.

PER ANNUM, \$2.00
SIX MONTHS, \$1.00

DENVER NEXT?

At a Meeting of the Chicago Association That City Is Favored as the Place of Holding Next National Convention.

A MEETING of the Chicago Stationers' Association was held at the Grand Pacific Hotel on Thursday evening of last week. The business meeting was preceded by a dinner tendered by the association to the members and representatives of the trade press.

After the discussion of a carefully prepared menu and cigars had been lighted, Chairman Fletcher B. Gibbs made a short address stating the object of the meeting, after which the minutes of the last preceding meeting were read and approved.

Chairman Gibbs then requested the secretary to read the minutes of the meeting held prior to the last annual convention of manufacturers and stationers held in Baltimore, which was done.

GIBBS THE ASSOCIATION DELEGATE.

Upon motion, duly made and seconded, Fletcher B. Gibbs was placed in nomination as the delegate of the Chicago Stationers' Association to the convention in Buffalo next month. There being no other nominations, Mr. Gibbs was declared elected and thereupon, in a few well-chosen remarks, thanked the membership for the honor conferred on him.

Matters pertaining to the policy to be followed by the delegate were then taken up and discussed. It was moved, seconded and carried that Mr. Gibbs be authorized if necessary to secure a room in Buffalo as headquarters of the Chicago delegation, to which representatives of the trade press from here were invited to also make it headquarters while in that city.

Chairman Gibbs then asked for an expression of those present regarding the raising of the amount of the annual dues of the national body and a vote disclosed the fact that the Chicago Association favored the raising of the dues from \$10, but not to exceed the sum of \$25.

It was also moved, seconded and carried that the Chicago Association favors the payment of all entertainment expenses out of the per capita tax fixed for such entertainment at the convention.

DENVER FAVORED FOR NEXT CONVENTION.

The question of where the next convention should be held was then taken up for discussion and the sentiment was quite unanimously in favor of Denver, Col., it being understood that an invitation would be extended from that city. It was also favored that in the event that Denver was decided on as the place for the convention to be held, that the date of holding the same should be about September 15 in order to secure the fullest benefit from excursion tickets, etc.

THE ROUTE TO BUFFALO.

The question of route to Buffalo was then taken up and A. H. Childs was chosen a committee of one to look up the matter and secure the best terms and report to the members intending to make the trip the best route to be secured.

The association then took up the subject of the annual banquet. A committee of three members was then named by the chair to select time and place for holding the banquet. William Rodiger, Chas. A. Stevens and Sam Mayer were named for this committee.

A Committee on Nomination was then appointed to recommend officers of the association for next year. Sidney E. Collins, H. H. Shafer and A. W. Williams were named.

BIG REPRESENTATION AT THE CONVENTION.

This completed the programme of the evening and although a formal adjournment was taken an effort was made to ascertain how many would attend the annual convention from here. Judging from the enthusiasm manifested and the number who have already expressed their intention of being present, Chicago will have its usual strong representation at the annual convention and are prophesying a very enjoyable and beneficial trip.

(Continued on page 4.)

BUFFALO DETAILS

Stationers' Club of That City Announces Its Arrangements for National Convention, Oct. 9-12—Interesting Programme.

FURTHER details in regard to the National Convention to be held at Buffalo, October 9 to 12, are now forthcoming through the Stationers' Club of that city.

ATTENDANCE.

According to the arrangements made by the club, those who plan to attend the convention should at once notify Du Monte A. Whiting, 15 Swan street, Buffalo, N. Y. This information will assist the committee in completing arrangements for the entertainments and the banquet.

HOTEL ACCOMMODATIONS.

Hotel accommodations should be reserved through Charles Bleyler, 204 Pearl street, Buffalo. Those who cannot decide till the last moment should send a telegram to the chairman, who will secure a room for them.

CONVENTION COST.

Each person attending the convention, whether member or guest, will be required to contribute twelve dollars (\$12) to the entertainment fund, as provided for in Article X, Section 3, of the Constitution and By-Laws. This contribution can be remitted with letter of acceptance, or may be paid when registering at the headquarters of the association on the opening day of the convention. This will entitle the person to participate in all the entertainment in connection with the convention, and a card of admission to the banquet. Make checks payable to Willis P. Whiting, treasurer, Buffalo, N. Y.

VISITORS.

Visitors (who have paid their contribution to the entertainment fund) will be admitted to all the entertainments, including Traveling Men's Night and the outing to Niagara Falls.

(Continued on page 20.)

WRITES IN THE AIR

Aviator Ovington Writes a Brief Note While Circling Aloft at the Big Meet at Nas-sau Boulevard, L. I., N. Y.

Below is reprinted a clipping from last Monday's New York Sun, giving brief details of the first letter ever written in the air during aerial navigation.



EARLE L. OVINGTON, AVIATOR.

The Sun's report of the feat follows:

"Doubtless the first letter ever inscribed in an aeroplane was being written aloft by Earle Ovington, who started aloft with a fountain pen gripped in his teeth and a sheet of paper on his knee. The aviator first asked three newspaper men to sign their names to the sheet so that no one could accuse him of taking aloft a letter already written, and then as he circled about the field Ovington steered with one hand and with the other wrote the following note to Mr. Woodruff:

"Congratulations on the success of America's most successful aviation meet.

"Sincerely yours,

"EARLE L. OVINGTON, Monoplane 13.

"P. S.—Some gusty up here. Field below looks fine.

"When he had finished his letter Ovington flew across the judges' stand and dropped his note to Mr. Woodruff. The writing was a bit wobbly, but plain enough. There was one very ragged stroke in the signature.

"That's the time she dipped,' explained the aviator, 'and I had to move fast to warp 'er up again.'"

Earle L. Ovington, who is now one of the best known of American aviators and winner of many of the most desirable prizes in American aviation, in his conferences with the officers of the L. E. Waterman Company on the subject of this letter writ-

ing in the air, has been as interested and enthusiastic in this first attempt as have the principals of the company in learning of the possibilities.

It will be recalled that Mr. Ovington is one of Uncle Sam's first aerial letter-carriers, and now the first aerial letter-writer.

Mr. Ovington is one of the brainiest aviators of the day, and will undoubtedly continue to make many wonderful records with his splendid monoplane and biplane machines.

DENVER NEXT?

(Continued from page 3.)

THOSE WHO WERE PRESENT.

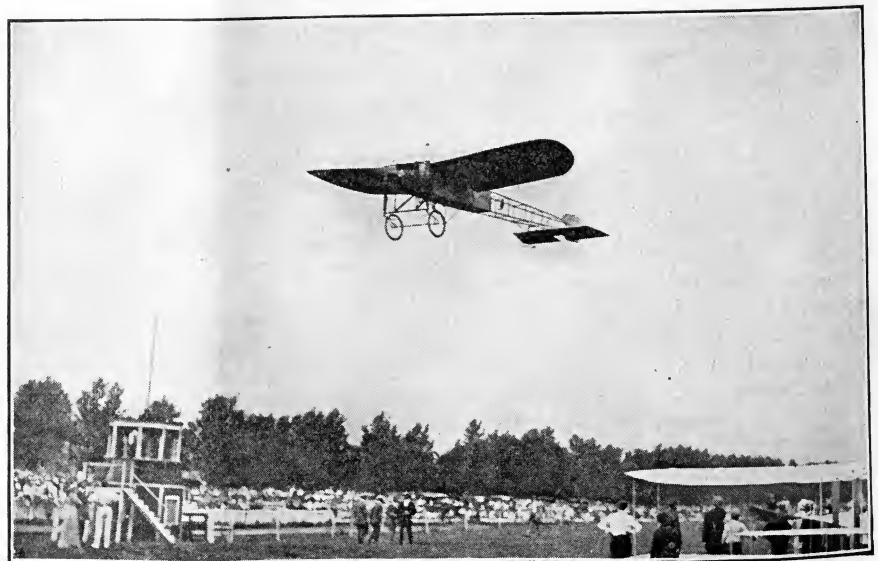
The following is a list of those in attendance at the meeting: Fletcher B. Gibbs (chairman), Shea, Smith & Co.; A. E. Riddle (secretary), Riddle-Wunderle Co.; A. H. Childs, S. D. Childs & Co.; R. B. Wilson, C. S. & R. B. Co.; Mr. Fargo, C. S. & R. B. Co.; James Carmack, A. C. McClurg & Co.; Mr. Goodhue, A. C. McClurg & Co.; Chas. A. Stevens, Stevens, Maloney & Co.; Sam. Mayer, Jos. Dixon Crucible Co.; H. F. Sawtell, P. F. Pettibone & Co.; C. S. Hitchcock, P. F. Pettibone & Co.; Messrs. Vack and Curtis, Burr-Vack Co.; Sidney E. Collins, Cameron, Amberg & Co.; H. H. Shafer, Geo. E. Cole & Co.; Gus Meyer, Meyer & Wenthe; Wm. Rodiger, Sanford Manufacturing Co.; M. H. Moore, Yawman & Erbe Manufacturing Co.; A. W. Williams, Eberhard Faber; Walter Furlong & Son, Black Lithographic Co.; Perry M. Shepard, Wire Hardware Co.; James Matheny, Wire Hardware Co.; Evan Johnson, Office Outfitter Co.; Black-

School Supplies Wanted Abroad

An American consul in South Africa reports that a request has been received at his office from a local firm of manufacturers' agents, established in that country for a number of years, which desires to correspond with American manufacturers of steel office furniture with a view to representing them in South Africa.—No. 7361. Steel office furniture.

A report from an American consular officer states that an European business house desires to receive catalogues, etc., of school supplies, exclusive of paper. The firm has received a concession from a Continental Government and is in a position to buy large quantities. Correspondence should be in French or Portuguese.—No. 7378. School supplies.

Consul A. A. Winslow, of Valparaiso, reports that the Ministerio de Instruccion Publica of Chile has asked for bids on 990 iron benches, 8,100 wooden benches, 1,000 blackboards, 500 writing tables, etc., for use in the Chilean schools. It is too late for American firms to submit bids, but it gives an idea of how the supplies are purchased and in what quantities. But little American school furniture is in use, but it has made a good impression and there should be room for more. There is a good opening in this line if the field were well covered and a fair stock of the standard articles kept in the country so that emergency orders could be filled and samples shown when inquiries are made. It is unlikely that there will be any further demand for school furniture until next year, but it might be well for American



PHOTOGRAPH OF AVIATOR OVINGTON WRITING WHILE RUNNING HIS FLYING MACHINE.

more and Berger, Inland Stationer; Stanger and Dickinson, Office Outfitter; O. B. Miller, Geyer's Stationer; W. R. Rupley, Walden's Stationer; D. C. Miller, W. L. Thompson, AMERICAN STATIONER.

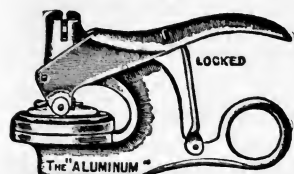
THOMPSON.

firms to be in a position to go after this business when the time arrives. A list of houses that could handle this business accompanied the report and can be obtained from the Bureau of Manufactures.—No. 7380. School furniture.



Crane's Ladies' Stationery.
 Of well-known Merit
 Yield a Profit to Dealer
 Sold by Booksellers
 — and Stationers
Z. & W. M. CRANE
 Dalton Massachusetts USA

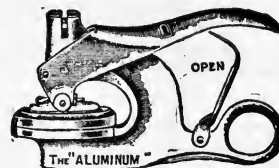
Our papers are also supplied by Eaton, Crane & Pike C o., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.



WE NOW FURNISH A NEW PATENT LATCH LOCK WITH THE
MOST POPULAR POCKET SEAL ON THE MARKET

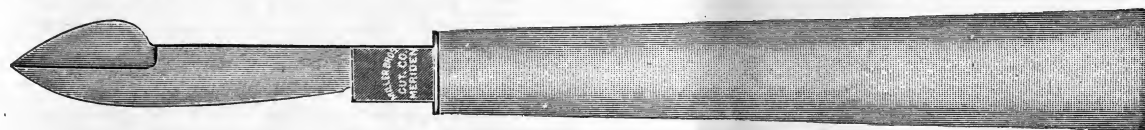
The **"ALUMINUM"**

WEIGHS ONLY 10 OUNCES SIZE OF DIES 1 1/2" DIAMETER



Sold by All Up-to-Date Dealers, or Write to **MEYER & WENTHE, Engravers,** For Trade Discounts, 31 N. Dearborn Street, CHICAGO

MILLER BROS.' INK ERASERS are the Standard



Made in
 different shapes
 and handles
 of all styles

For sale by all leading Jobbers and Commercial Stationers



The *Dealer* as a middleman *needs* the co-operation of the manufacturer. *We* have always *needed* the dealer, hence have always protected him. Today more than ever we protect you against the inroads of the "direct to consumer" policy.

TYPEWRITER RIBBONS and CARBON PAPER

We can supply your *needs* in every case as *our line* is *unlimited*. We fill every requirement.

MITTAG & VOLGER, Inc.

SOLE MANUFACTURERS FOR THE TRADE

Principal Office and Factories, PARK RIDGE, N. J.

BRANCHES

NEW YORK, N. Y., 261 Broadway CHICAGO, Ill., 205 W. Monroe St. LONDON, 7 and 8 Dyers Bldg., Holborn, E. C.

AGENCIES in every part of the world—in every city of prominence.

CHICAGO SMILES

Trade Is Holding Up Very Well—Many Going to the National Convention—Work of the Catalogue Commission.

Western Publication Office,
431 So. Dearborn Street,
Chicago, September 25, 1911.

In spite of complaints which are heard from some classes of business, stationers continue to smile for the reason that trade is holding up well and the employees are kept busily occupied waiting on the trade. Even some of the dealers who are a little inclined to take a pessimistic view of things are compelled to acknowledge that business is better than it was expected to be. The indications further promise a continuance of the present favorable conditions, and in addition to fall business being good, a heavy holiday trade is looked for, and with good prospects that it will be in evidence.

MANY GOING TO THE CONVENTION.

An earnest effort is being made to secure a large attendance at the forthcoming annual meeting of the National Association of Stationers and Manufacturers. Inasmuch as the organization had its birth in this city and Chicago has always taken a keen interest in the deliberations of the association, it will be a matter of local pride to secure as large an attendance as possible from here. The indications are good for a representative gathering from this city, and as in years past, members will proceed from here as far as possible in a body and will be joined by representatives from other points west of here.

WORK OF CATALOGUE COMMISSION.

As the time for winding up the year's work of the National Catalogue Commission draws nearer, Messrs. Gibbs and Stevens are compelled to labor all the harder, and as Mr. Gibbs stated, they are stealing more and more time which otherwise would be devoted to their families and are burning the midnight electric light

in order to have everything in ship-shape by the time the National Association meets.

W. J. Willoughby, who has been in charge of the Chicago office of the Whiting Paper Company, is out on his territory at present, but will proceed to New York soon, where after the first of October he will be associated with Manager Davis, of the Eaton, Crane & Pike Co.

Mr. Smithman, of Manitowoc, Wis., is a buyer of stationery goods from that city who is calling on dealers here this week.

Peter Peterson, manager of the Chicago office of the White & Wyckoff Manufacturing Co., left on Sunday evening last for a trip over a portion of his territory and was expected to return by the end of the week.

C. M. Meyer, of the Chicago office of the Boorum & Pease Co., is busily engaged in calling on the trade in his western territory. He was at Salt Lake at last accounts, and reports trade fine with excellent prospects for a continuance of present conditions during the fall months.

A. E. Eggert, Chicago manager for the Yawman & Erbe Co., is in Pittsburgh this week and is expected home the first of next week.

R. B. Randall, manager of the Chicago house of the Carters Ink Company, is in the city for a few days and is planning to take to the road again soon.

Harry Murdock, of the Irving Pitt Manufacturing Co., Kansas City, Mo., is expected in the city from a trip on the road today and if G. W. Skeels shows up about the same time there will be more or less yarns in circulation soon regarding the fish these gentlemen caught during the summer months.

Charles Shearman, the well-known and popular representative of the National Blank Book Company, who has been in the East for some time, is again in the city and is registered at his old standby, the Grand Pacific Hotel.

E. A. Meyer, of the Chicago office of the Boorum & Pease Company, has just returned from a trip over a portion of his Northwestern territory, coming via Milwaukee. He reports that the business men in the territory covered are feeling good over the state of business and are prophesying a heavy fall trade.

"Why are stationers so happy and contented?" asked Walter Furlong, at the meeting of the Chicago Stationers on Thursday evening last. He answered his own question by saying, "Because they are honest and not grafters." There is food for thought in this. THOMPSON.

Coloring Leather—New Method

One of the largest and most progressive fancy leather firms in this country has recently perfected a process whereby designs of a light color may be brought out in beautiful contrasts upon darker backgrounds. The discovery is one which fancy leather manufacturers in that country have struggled to attain for many years. This new method is not a surface treatment in any way, but the skin is colored clear through from grain to flesh, and, according to the Shoe and Leather Reporter, it may be successfully applied to any kind of leather. The same manufacturers have also perfected a system for the coloring of alligator grains on almost any kind of leather. This new finish has all the appearances of buffed alligator, looks like the natural skin, and is a great improvement over the old style system of embossing and coloring. Another novelty that attracts attention is the placing, by chemical means, of heads and designs on leather in imitation of colored photographs. Most of this work heretofore was done by the burning process, which resulted in a more or less crude reproduction, the designs being burnt on the flesh side of the skin and then colored.

A VAST DIFFERENCE

exists between a big stock and a salable stock. In making up the Whiting Line of Correspondence Papers and Papeteries we are careful to avoid being deluded by passing fads which are in violent contradiction to the dictates of good taste. Every production must maintain the prestige of our goods and speak for our experience and good judgment. The trade has learned to appreciate this fact and dealers who sell Whiting Papers realize the full meaning of the phrase,

WHITING PAPERS ARE STANDARD

Whiting Paper Company

New York, 148-150-152 Duane Street

Philadelphia, 725 Arch Street



Makers of High Grade Papers

Chicago, 209 South State Street

MILLS: HOLYOKE, MASS.

TOWER MANUFACTURING & NOVELTY CO.
 306-308 BROADWAY NEW YORK CITY, N. Y.

WHOLESALE STATIONERS
CARD INDEX TRAYS and CABINETS

We carry a complete line. Write for descriptive lists

BIG discount to the trade

Prompt and efficient service.

If it's "Stationery," we have it.



F. WEBER & CO. 1125 Chestnut St., Philadelphia, Pa.
ARTISTS' MATERIALS and DRAUGHTSMEN'S SUPPLIES

"Fabriano" Drawing and Water Color Papers. Superior to any other hand-made papers on the market.

"Fabriano" Charcoal Papers made in twelve tints. Write for sample books.

Largest assortment of **Mathematical Instruments** for schools and colleges, comprising all qualities from the cheapest grade to the finest Riefler and Richter brands.

SCHOOL WATER COLORS

General Catalogue of Artists' Materials, Vol. 325, Mailed on Request

**The Direct
 Route to
 Satisfaction**

for you and your
 customers is by

The "Shaw" Line

The leading Commercial Stationers throughout the Country adopt it, why don't you? Ask any one of them.

The J. G. Shaw Blank Book Co.

261 - 267 Canal Street, New York

1840



1911

TYPEWRITER RIBBONS FOR ALL MACHINES



CARBON PAPER

Typewriter and Pencil for All Purposes

OUR SPECIALTY:

MULTIGRAPH, PRINTOGRAPH, WRITERPRESS

Ribbons with Perfect Match Typewriter Ribbons

Write for Samples and Prices

THE BUCKEYE RIBBON AND CARBON CO.

311 St. Clair Ave., N. W.

Cleveland, Ohio

**"I'll Give You
 A Paste"**

That contains less moisture
 and yet
 will remain moist longer
 than any other.

U. S. Treasury Paste
 A Sure and Quick Stick

Wm. A. Davis Co., Mfrs.
 Boston

MILES S. RICHMOND, TREAS.

ACTIVE IN ST. LOUIS

September Has Been a Very Good Month
and the Prospects Are Bright for a
Brisk Fall Trade.

(From Our Regular Correspondent.)

St. Louis, Mo., September 26, 1911.—The stationery and printing business has been very brisk here this month, and from the present indications the fall trade will be exceedingly active. No local complaints are heard, and this is taken for granted that everybody is satisfied with conditions. The fall festival season is in progress, which brings a good many out-of-town folks into the market. Visitors always help business, as they cannot get away without leaving some of their hard earned dollars. President Taft spent last Saturday in St. Louis, and was royally entertained. Several of the local stationers were on the President's entertainment committee. The height of the Fall Carnival will be reached next week, and from all appearances a record crowd will be attracted to the city.

The Million Population Club, aided by other civic bodies, are extending great efforts to accomplish such an end.

Several of the local stationers who attended the printers' convention at Denver the early part of this month, have returned home after a very pleasant journey. Among those who attended were R. T. Deacon of Lambert, Deacon & Hull Printing Company, and Wyatt Shallcross, of Shallcross Printing and Stationery Company.

The Severson Printing and Stationery

Company is making some improvements on the front of their store. When the alterations are completed they will have a very attractive store.

BOORUM & PEASE FACTORY BUSY.

Boorum & Pease are very busy at their St. Louis factory getting the new line ready for the market. Advance samples have been shown to the local trade, and the company must certainly be congratulated upon the splendid advancement they have accomplished.

The St. Louis Letter File Company, which recently entered the box file field, are putting on a new line of stationers' specialties. It is making a very excellent line, and stationers would do well to write for prices.

The St. Louis stationers have decided to keep their stores closed on Saturday afternoons until October 1. This is a month later than last year, and it is hoped that by next year an agreement can be reached so as to close all stores at Saturday noon the year around.

Robert D. Patterson, of Buxton & Skinner Stationery Company and a member of the National Catalogue Commission, is taking a vacation this month at the sea shore. He will be home October 1, and after spending several days at work will depart with the St. Louis crowd for Buffalo.

Francis Adams, of S. G. Adams Stamp and Seal Company, has been enjoying for the last three weeks the refreshing breezes of Estes Park, Colorado. Mr. Adams will arrive home this week, and will be one of the party to go to the convention.

A REVISED POCKET PRICE LIST.

At a meeting of the St. Louis Stationers'

Club on Monday evening, September 25, several important things were discussed and acted upon. Arrangements have been completed to publish a revised pocket price list for the use of road and house salesmen of the local stationers. This book is a loose leaf affair, and is the most complete of any stationers' price book in the country. The prices recommended by the National Catalogue Commission have been in effect in St. Louis for nearly a year, and there is scarcely an occasion when same is cut.

The St. Louisans who are most likely to attend the convention are R. D. Patterson, A. Peting, C. S. Severson, Geo. Dyson, W. J. Kennedy, Francis Adams, Geo. Spalding, H. J. Reuter, W. H. Curtis and H. A. Van Derslyce. The St. Louis delegation will be joined by delegates from Kansas City, Mo.; Peoria, Ill., and Hannibal, Mo.

Preparations are under way to keep up St. Louis' reputation for being a "live bunch."

Among the traveling men who visited the trade recently were J. H. Hildreth, of Esterbrook Pen Company; W. H. Newhall, of Shea, Smith & Co.; E. M. Sullivan, of S. S. Stafford; J. W. Willmore, of Cooke & Cobb Company; C. B. Van Leer, of Spencerian Pen Company; A. S. Richter, of American Pencil Company; V. W. Williamson, of Thaddeus Davids Company; W. H. Troupe, of Henry Bainbridge Company; E. F. Perry, of Weeks Numan Company, and Jas. T. Lacey, of Shaw Blank Book Company.

Advance cards have been received from Robert B. Randall, of Carter's Ink Company, and John Selden, of National Blank Book Company. SOUTHWEST.

"Hitch the DIXON advertising campaign to the sales end of your business"

DIXON'S ORDER BOOK PENCILS

are made for all salesmen and for all others doing manifold work, and each sale is a silent testimonial to the policy of convincing a customer that you are after something besides his money. Dixon's

Order Book Pencils are specially manufactured for writing on manifold order books, being soft enough to avoid tearing the paper but hard enough to make clear carbon copies. In appearance the Order Book is round, yellow finished with ornamental metal tip. Packed six in a slide box and twelve boxes in a carton. Dixon's Order Book pencil fills a long-felt need. Will you help to create the demand?

Have you seen the beautifully embossed 10x14, three color card hanger of the Order Book Pencil?

JOSEPH DIXON CRUCIBLE COMPANY, JERSEY CITY, N. J.

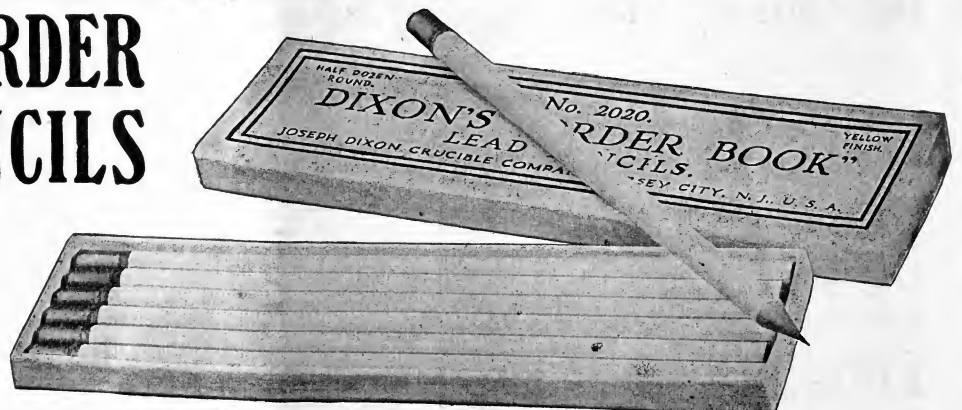
NEW YORK
BOSTON

PHILADELPHIA
PITTSBURG

CHICAGO
BUFFALO

SAN FRANCISCO
BALTIMORE

ST. LOUIS
ATLANTA

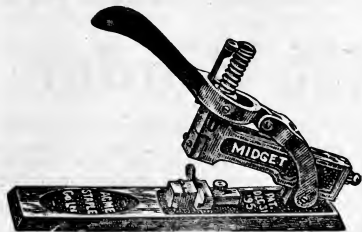


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proof as to the usefulness, reliability and all around excellence of an

ACME FASTENER

than is to be found in the thousands that are being used and giving satisfaction daily. For binding together papers, light fabrics, ticketing samples, etc., etc., for desk or general office use, they stand alone for real merit.



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PATENTED

MADE IN SEVERAL STYLES

If your jobber cannot supply you, write us for descriptive matter and prices of full line. Imprinted matter furnished free.

ACME STAPLE CO., Limited, 112 N. 9th Street, CAMDEN, N. J.



You Cannot Sell What You Haven't in Stock

If you are not carrying a sample line of our

Cash Boxes, Bond Boxes, Document Boxes, Voucher Files, etc.,

it's up to you to put in a supply. Used everywhere for every purpose, the demand is constantly increasing. Our prompt service—uniform quality goods—Square Deal Policy—make our lines most desirable. FIFTY-FIVE YEARS AT IT—is one reason why you should send your orders to us.

Merriam Manufacturing Co., - Durham, Conn.

150 YEARS IN BUSINESS

In order to commemorate this event

A. W. FABER

is placing on the market exceptionally high grade

"JUBILEE" Lead and Copying Pencils

Packed in colored lithographed metal boxes at very low prices. Have you a stock of this new and unusual line on hand?

WRITE FOR SAMPLES AND PRICES

A. W. FABER

Established 1761

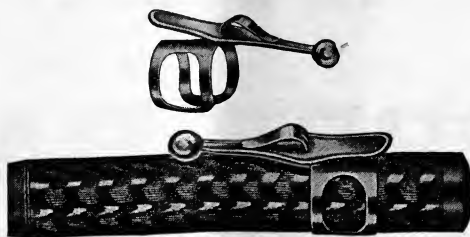
Newark, N. J.

OLDEST AND LARGEST LEAD PENCIL FACTORIES

The FAULTLESS PEN and PENCIL HOLDER

ALL THAT THE NAME IMPLIES

A Holder that is neat and durable, and which will hold the pen or pencil securely within the pocket. It has the lever movement, making it easy to attach to the pocket.



Put up three dozen on a card in assorted sizes.

Sold by all leading jobbers.

L. D. VAN VALKENBURG, Manufacturer, Holyoke, Mass.



How we are sending 500,000 new customers to live Stationers

Simply through having the Wagoner Free-Hand Binder in stock, you could satisfy your regular customers better—increase your sales—and make more money. But we not only offer you a new and better kind of Binder that gives you a greater profit—we are also telling over 100,000 Business Firms—500,000 possible new customers about the Wagoner Binder by advertising in September *SYSTEM*. You can get your share of this new business if you handle

The Wagoner FREE HAND Binder

It offers greater facility in operation, greater accessibility to contents, increased holding capacity, is more tenacious, rigid, strong and compact—and offers a wider range of usefulness than any other Binder made. You can sell one to every man who enters your store—and our advertising is sending you new customers who will not only buy the Wagoner Binder, but other goods you sell as well. It will pay you to write for illustrated booklet, trade prices, etc., *today*.

Marcus Ward Co., Office and Factory, 116-124 Thirty-ninth St., Brooklyn, N. Y.

NEW "RIVAL" SELF-FILLING PEN



CLOSED

8 Sizes
Retail
from
\$1.50
to
\$3.50.

Pen is filled by simply turning the collar in the center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

SIMPLE.

EASY TO OPERATE.

CLEAN.



OPEN

Plain,
Chased
and
Gold-
Mounted.

Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. WE GUARANTEE EVERY PEN.

D. W. BEAUMEL & CO., Office and Factory, 35 Ann Street, New York

We Have Moved Our Brooklyn Factory and New York Office and Salesrooms to

316 HUDSON STREET (Near Spring Street)

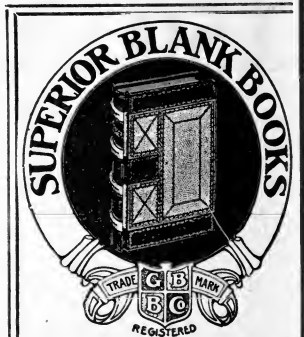
OUR NEW TELEPHONE NUMBER IS 7697 SPRING

A Complete Stock of All Numbers on Hand

GRESHAM BLANK BOOK COMPANY

"SUPERIOR" BLANK BOOKS

316 HUDSON STREET :: NEW YORK



RUBY

RUBBER BANDS

TRADE ITEMS

As will be seen from our reports, printed elsewhere in this issue, business in the stationery trade is good in Boston, Philadelphia, Chicago and St. Louis. In New York the report is not so optimistic as in the other cities mentioned. But while trade seems to be in pretty good shape in the stationery trade, the fact is that general business is not active, the defeat of reciprocity in Canada last week and the government prosecutions of the big trusts having the effect to greatly unsettle things. This week the situation was still further aggravated by the threatened prosecution of the steel trust, which caused a small panic on the Stock Exchange, and forced J. P. Morgan to sign a statement that the trust would not dissolve on any threat from Washington. In view of the general disturbances, it is really surprising that stationers find themselves so busy at this time. For the retailers to be active at this season is not unusual, but for the jobbers to be doing an average volume in the face of known conditions is, to say the least, surprising. The manufacturers are, as a rule, not rushed with business, buyers preferring to go slowly in their purchases, as the political mix-up at present is of such a character as to forecast trouble till after the presidential election next fall. "If we could only get rid of politics," said a leading manufacturer this week, "we could do a big business this winter." The hope for better things lies in the fact that the unexpected is always happening, so the situation may change for the better at any time.

Grant Himes, who, during the past seven years, has been a stockholder in The News Printing Company on Goshen street, and who has had entire charge of one department—the News book store—has bought

all the interest of The News Printing Company in the News book store, and hereafter will conduct the business of the News book store independently of The News Printing Company. The store will continue its present name and in its present location, and will continue all lines of goods and agencies already established.

O. H. Close, of Stockton, Cal., has added to his already large and varied stock the agency for the Keuffel & Esser drawing materials and the Yawman & Erbe filing devices and office furniture. A. L. Tredway, a live and popular salesman who has been in the employ of Mr. Close since a boy in short pants, has full charge of these departments; he has visited the Eastern markets this year in the interests of Mr. Close, who reports business in all lines which he carries in a very prosperous condition.

This winter there will be no Stationers' Bowling League in New York City, lack of interest having caused a dissolution of the league. Those that are anxious to keep together have joined the Jewelers' League and will bowl with clubs in that organization. Next year it is hoped to get the stationers together again in a league that will do credit to the trade. The two cups that were donated by the Stationers' Association and the Stationers' Board of Trade will be held until next year, when they will again be competed for by trade teams. W. H. Forshaw is secretary of the Jewelers' and Stationers' League.

A petition in bankruptcy has been filed against Elie Cory, doing business as the Cory Souvenir Postcard Store, at 140 Park Row, New York, by these creditors: Theo. Eismann, Inc., \$718; Albert Hahn, \$178, and Abraham K. Hornstein, Inc., \$306. It was alleged that he is insolvent, made preferential payments of \$1,000, and transferred his entire stock, valued at \$2,500,

to Joseph Meffert. He has been in this line of business about four years.

The Illinois Calculating Scales Company, of Chicago, capitalized at \$30,000, was incorporated last week. The incorporators are Chas. W. Dean, J. Allen Wayte, Madison Maginn, and Wm. A. Schonfield.

"Prosperous Modern Business Furniture in Satisfying Variety" is the big headline in a "three-sheet poster" which the M. S. & D. A. Byck Company, of Savannah, Ga., is using to call attention to its office furniture department.

Goldsmith Bros., of 73 Nassau street, New York, call the attention of the New York trade to the fact that someone has received goods in their name on false orders. They give notice that they will not be responsible for any goods delivered to anyone in the future unless their pink order blank with order number in blue, and which order must be numbered 8010 or upwards.

The commission appointed by President Taft to investigate the second class postal rates resumed its public hearings in the Senate office building in Washington, D. C., on Friday morning, for the purpose of permitting counsel for the publishers to cross-examine witnesses in regard to statistics and calculations submitted to the commission by the Post Office Department. The commission is composed of Associate Justice Hughes, President Lowell of Harvard University, and H. A. Wheeler of Chicago.

The several traveling men of Mabie, Todd & Co., 15 Maiden Lane, New York, are now on the road. A. R. Modgan is in the South; R. H. Stevens is up the State and Middle West; Walter Greaves is in the West; Mr. Wells in the East, and Mr. Pike and Mr. Tompkins are in the city.

The Hoge Manufacturing Company, 108

FOR WEDDING STOCK

If you desire to serve your customers best, we recommend to you the highest quality stock we know, Hurd's Suede Finish Steel White. It is not only the best in quality, but has a superior printing surface and folds without cracking, both essential features in a high-class wedding stock. The Church, At Home, and Reception card stock matches perfectly, making the whole invitation harmonious and elegant.

Hurd's Extra Superfine Plate Finish Visiting Cards are clean and clear and print perfectly from plates. They leave little to be desired even by the most particular person.

Our sizes, too, are correct, and prices right for quality and workmanship.

The October wedding season is bound to test your ability to deliver goods on time. You can depend upon our promptness and accuracy in filling your orders. We place our MATCHLESS SERVICE at your disposal.



GEORGE B. HURD & CO.

Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE
BEST THAT CAN BE
MADE AND SELL
TO DEALERS ONLY**

Fulton street, New York, has had a most successful month, its sales exceeding those of a year ago by a considerable margin. The good business which the company has enjoyed during the month of September applies to its well-known line of Modern B Pen and Pencil Clips, Modern Thumb Tacks and Modern Gem Paper Fasteners. These specialties are being handled by the leading jobbing houses throughout the country, and the dealer who does not handle them should write to the company for samples and prices, which will be gladly supplied on application.

The Thaddeus Davids Company, 95-97 Van Dam street, New York, has had an exhibit at the Mineola Fair on Long Island during the past week. The exhibit was in charge of S. T. Buckham, the company's New York City salesman, and he sounded the praises of Davids Inks and mucilages to passersby, with correspondingly good results.

The following correction speaks for itself: "We note that you have made mention of the fact that Smith Bros., booksellers and stationers, of Oakland, will conduct a book and stationery business in the new department store of H. C. Capwell Company. To some of our friends this appears to mean that we would discontinue business at the present location on Thirteenth street and conduct our book and stationery business only at this store. This impression is a mistaken one, as we intend to continue in our present location right

along, as our lease covers a number of years yet. This business in H. C. Capwell Company's is an addition, and will be run as an entirely separate business. Trusting you can in your own way make this clear, and thanking you for past courtesies, we remain."

Thomas J. Harton & Co. is the title of a new concern in the New York trade that has just started in handling loose leaf supplies and accounting systems. Its address is 212 Church street, corner of Thames street; telephone number, 2096 Worth. Mr. Harton, the head of the firm, was formerly in the employ of the Tower Manufacturing and Novelty Company of New York, of Hoskins of Philadelphia, and the Safety Systems Company of New York City.

M. S. Gattagna, a post card dealer of Broadway and Oliver street, New York, was discharged on Monday by Judge Kimmel, of Clark Avenue Police Court, Brooklyn, on a charge of selling improper post cards. Gattagna produced four cards in court with canceled stamps showing they had gone through the mails, and Judge Kimmel declared if the government would carry the cards he could not rule them objectionable.

The Fox Typewriter Company has just received notice from the Postoffice Department at Washington that its proposal to furnish the department with visible typewriters for the year ending June 30, 1912, had been accepted. Under this acceptance

any postoffice in the United States may make a requisition on the department and receive a Fox machine.

L. Beard, of Atlantic City, N. J., the well-known post card merchant, has changed his place of business, and opened a place at 902 Atlantic avenue, where he does a wholesale and retail business in toys and stationery blanks, books, office supplies; also he has made arrangements with large importing houses to take orders for advertising calendars and novelties.

D. G. Ford, of Hartford City, Ind., will this week open up a Racket five-cent store in the Richard Powell block on South Jefferson street, Marion, Ind., that State.

Howard & Co., of Beloit, Wis., recently offer a gold, silver or pearl trimmed fountain pen free with every \$3 cash purchase during a special week's sale.

Collect conscientiously and consistently. This sums up one of the first duties of all retail dealers at the present time.

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET
NEW YORK



ARE YOU WISE TO THE FINEST LINE OF HOLIDAY GOODS

we have ever produced? We are particularly pleased with the results of our efforts for 1911-1912 and may be pardoned for our egotism in believing you will be more enthusiastic after you have seen our samples than even we are.

WARD'S FINE WRITING PAPERS and WARD'S FINE ENVELOPES

are two of our well-known products, in distinctive, artistic and elegant packages, which will make a hit wherever displayed. Drop a line to our nearest branch and have our salesman show you our samples.

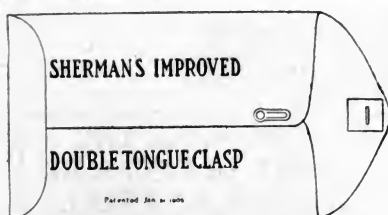
WARD'S

SAMUEL WARD COMPANY
57-63 FRANKLIN STREET

BOSTON

New York—621 Broadway. Chicago—167 Dearborn St. San Francisco—833 Market St.

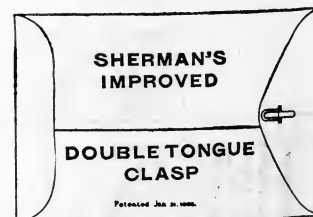
REMEMBER: "If we didn't know our goods were good enough for everybody we should not ask you to buy them."



Sherman's New Envelope

Also Manufacturers of all Kinds and Sizes of
ENVELOPES, Lithographed, Printed or Plain

Our Envelopes are made from Standard Grades and Weights of Paper. Also Sherman's Improved Double Tongue Metal Clasp Envelope and the Sherman Sinographic Envelope. Send for Samples and Prices of Sherman's Improved Double Tongue Clasp



SHERMAN ENVELOPE CO.,

WORCESTER, MASS.

ROUNDBABOUTS

BY THE TRADE LOUNGER.

"Talk about the smart confidence men nowadays," said an old stationer last week in recounting old times, "I guess I met the prince of them all. It happened this way:

"I was sitting back of my big stove one afternoon late in October in the year 1880, when a man got out of a buggy outside and walked in. There was nothing striking about him; he was about 55, and was an easy-mannered, quiet, experienced man of the world.

"As I recall it, he made a few inquiries in regard to the town, the population, number of stores, etc. From that the conversation ran off into many channels, and on all the topics we hit on my visitor was extremely interesting. He certainly was well informed, had traveled widely, and was gentlemanly. I was much impressed and was sort of fascinated by the personality of the man. My wife, who happened in at the time, was also much taken with him, especially as they got to talking of operas, a subject that she really knew something about.

"Well, to make a long story short, he finally started to go, but before leaving he let me know that there was to be an auction sale next week of a big bankrupt stock in an adjoining town. He gave me the impression that he was interested on behalf of the trustees in bankruptcy, visit-

ing merchants in the territory to notify them of the sale.

"Of course I became interested, and as I knew of the bankrupt concern, I predicted that there would be bargains there, as the stock was 'O. K.' Perhaps I showed too much eagerness to possess some of the stock. However, he agreed with me, and to confirm my opinion he went out to the buggy and brought in some samples of the stock. They certainly were fine—so much so that I hated to part with them, and inquired if he would sell them.

"He evidently did not like to do this, but to oblige me he said he would hold out from the sale any quantities of the goods I wanted. This was kind and I appreciated the act by giving him a big order, for which I paid cash in advance. As a last act of kindness, he let me have all the samples at a low price, for which I also paid cash.

"Not receiving my goods within the few days promised, I thought I would go over to the auction sale. Greatly to my astonishment I was informed that there was no auction sale to be held in that town. The people never even heard of my fascinating friend.

"Well, I was *stung*, and *stung* so good that I never said anything about it till today.

"But there was some consolation in the experience, for I have sat in that same arm

chair behind the same old stove and have many times recalled with real pleasure every word, act and tone of my visitor. Since that day, thirty-one years ago next month, I have not met a man who could hold a candle to this man. When you meet a genius you generally know it; I did in my case, and I paid for the pleasure. That the experience was worth the cost is attested by the fact that I have cherished the memory for almost a third of a century.

"But, oh, my! what a salesman he would have made!"

PERSONALS

George X. Hickerson, representing the Trussell Manufacturing Company, of 108 Fulton street, New York, left this week on a trip to Buffalo and Canadian points. He carried samples of the well-known "Gilt Edge" line of loose leaf books.

David McAuslin, vice-president and secretary of W. J. Anderson & Co., stationers' specialties, 341 Broadway, New York, returned to his office the early part of this week from a two weeks' vacation, which he spent at Delaware Water Gap and the surrounding country. Mr. McAuslin traveled in his own machine and in the company of Mrs. McAuslin.

Subscribe for THE STATIONER—It pays.

MORE NEW FALL FEATURES

Highland Linen Chamois

London Post Notes

A handsome portfolio tablet covered with Crane's Linen Lawn in six attractive colors with pencils to match. Fillers in Dresden White suitable for desk or lap, may be found in all the fashionable shops.

Among the most fashionable fall and winter colorings in dress fabrics may be found the Buff or Chamois shade. We have added this beautiful shade in Highland Linen and are now showing it made up in many styles with plain edges, gold beveled edges and colored borders.

Christmas Letters

With Holly and Poinsetta designs stamped from steel dies in colors and with suitable wishes or sentiment printed from steel plate; also a large assortment of Christmas Cards—an artistic high class line.

Eaton, Crane & Pike Company
PITTSFIELD, MASS.

New York Office, Brunswick Building, 225 Fifth Ave.



Novelties for the Trade

TOY AUTOMOBILE

An interesting little 10-cent mechanical toy which the New York News Company,



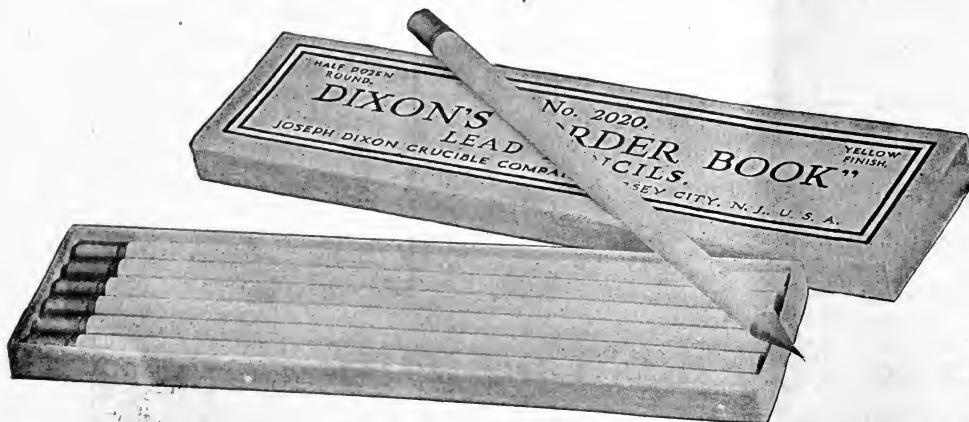
15 Warren street, New York, is showing consists of an automobile with chauffeur, which can be wound up by one movement, a flat grooved rod fitting into the gear over the rear wheel, as shown in the illustration herewith. This toy should be a big seller. They run for quite a distance with one stroke of the rod, which is shown in the cut under the auto.

GLASS INKWELL BASES

A new line of heavy thick inkwell glass bases is that now being marketed by the Frank A. Weeks Mfg. Co., of 93 John street, New York. These are patterned after the library style. They come fitted with 2½, 3 and 3½-inch holes. One considerable advantage to stationers in handling these bases is that they can fit them with inkwells from their own stock. These bases come single, double and triple. They sell at from \$5 to \$9 per dozen. See cuts on page 16.

ORDER BOOK PENCIL

For the purpose of advertising its Order Book pencil, the Joseph Dixon Crucible

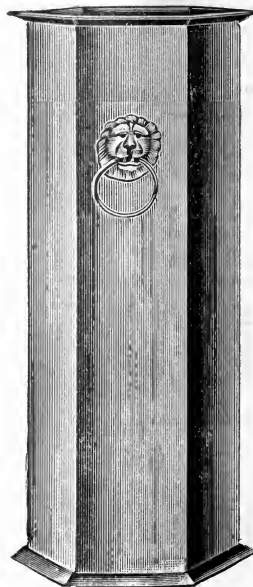


Company, of Jersey City, N. J., has gotten out some very attractive window and shelf the factory and sample room, 79-81 Crosby street, New York.

cards, done in an attractive combination of colors. A cut of a box of these pencils is shown herewith. The Order Book pencil is specially made for writing in manifold order books, and are an invaluable pencil for traveling men.

UMBRELLA JAR

This artistic umbrella jar in brushed brass is different from the usual style of jars. It is hexagon shape, 24 inches high by 9 inches in diameter, and has cast brass lion heads and rings. Is a fine article for particular trade and cost \$42 per dozen.



This is one of the many good things in brass made by Jos. Friedman, of which concern F. F. Harding is sales manager. Mr. Harding will be pleased to have any of the trade visit him at

BRASS DESK SETS

A very select line of brass desk sets is that now on view in the warehouses of A. L. Salomon & Co., 345 Broadway, New York. Because of their combination of beauty and utility the sets make very appropriate gifts for either sex and ones that will be appreciated as they are serviceable and ornate.

One of these for which there will be a good demand from discriminating buy-



ers is a beautiful set that comes packed in a handsome box. It consists of four pieces: a letter opener, an inkstand, a blotter and a pen tray. The cup in the inkstand is made of porcelain. The material is Austrian brass, the different pieces carrying designs as shown in the cut herewith. The set comes packed in a 7 x 9 imitation leather case, lined with purple satin. These sets can be retailed at \$3.50, this price leaving a very nice profit to the retailer.

In addition Mr. Salomon has half a dozen or more sets that sell to the trade at from \$2 to \$6. These come in from five to nine pieces with flexible desk pad, all of which have brass corners, either plain or molded.

A small set done in Royal purple, suitable as a gift to a lady, is made up of four pieces, and sells for \$1.50 to the trade.

Another new article in desk sets is a box of desk calendar pads, twelve in a box, one for each month. The blotters are all different colors, each one having a calendar of the month in the upper right-hand corner. This item sells to the trade at \$1.50 per box.

WINDOW POSTER

The L. E. Waterman Co. has just gotten out for the benefit of retailers a window paster (No. 42), hand size, 10 x 19 inches, printed in red and black.

These pasters are gummed all over on one side with a light adhesive. They are designed principally to place on glass, and



CARBON PAPER FACTS

COPIES THAT PASS

Only recently a large corporation whose purchasing agent had prided himself on how cheaply he had bought carbon paper was alarmed to find that the copies had faded and in many cases were illegible. They might just as well have sent those letters away without taking the trouble to copy them.

To-day that purchasing agent is in trouble.

We want dealers who do not know our line to send for samples—take copies and keep them. If at any time they have complaints about the permanency of the copies of the brands they have been selling compare them with our copies. We make inks that produce permanent copies.

The consumer who realizes the penalty of poor ink will never sacrifice quality for price. We are the largest manufacturers of Carbon Paper in the world.

MANIFOLD SUPPLIES CO.

A. L. FOSTER, President

O. G. DITMARS, Vice-Pres.

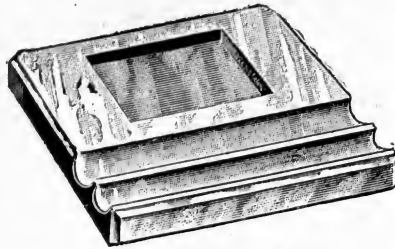
180 THIRD AVE.,

BROOKLYN, N. Y., U. S.

where so used afford a very strong and effective display as well as a prominent pointer to any window showing of our line. These can undoubtedly be used as effectively for other purposes than window display. A little ingenuity with these cut-outs can make them valuable to dealers.

Fountain Pen Catalogue in Japanese

Adams, Cushing & Foster Co., of Boston, has received a catalogue printed in the Japanese language, advertising Moore's non-leakable pen. This catalogue is gotten out by Y. Okma, stationers and jobbers of Tokoyo, Japan. The

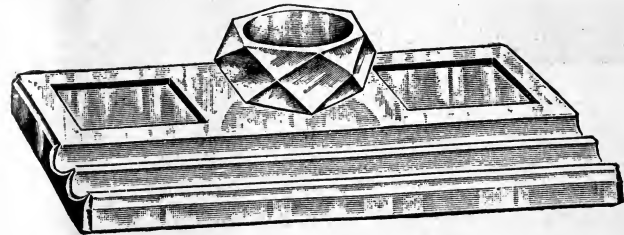


GLASS INKWELL BASE.

Adams, Cushing & Foster people are preparing an exhibit to occupy space in the Industrial Exhibition to be held at Mechanics building during the month of October under the auspices of the Boston Chamber of Commerce. This exhibition will include exhibits of every product manufactured in New England,

and is intended as a boom for New England and its products and the opportunities offered for the locating of

by week the exact state of the stock can be ascertained at a moment's notice. The present cost of warehouse space and of



GLASS INKWELL BASE.



manufacturing interests in this section.

warehouse work will not admit of any of the old-fashioned, easy-going methods.

Business is so systematized nowadays that by keeping track of each item week

Smile and you'll land your customer.

Made in Four Sizes

"SWAN SAFETY"
THE PEN OF QUALITY

Each Size in Three Lengths



Millions of people are today reading of the special features of the "Swan Safety" in the National periodicals, magazines and newspapers. This publicity means sales and profit to you if you take advantage of it by stocking and displaying the

"SWAN SAFETY"

We are getting large numbers of direct enquiries shewing that consumers are really interested in the "Swan" with its special features **GOLD PEN** Mabie, Todd & Co's. make. The best ever made. You have known so for many years.

THE FEED "Ladder" under feed. Gold top feed. Pen fed from both sides — a perfect combination. The ink is always at the point ready for writing. Never blotting, never skipping.

THE SCREW CAP A patented bevelled edged inner cap, screwing into a recess in the pen section. Quite simple. Nothing to get out of order. Absolutely non-leakable.

Prices from \$2.50 Let us send you sample to test

QUALITY AND HANDSOME PROFITS

Mabie, Todd & Co. **MT** 17 Malden Lane NEW YORK
209 S. State Street CHICAGO
124 York Street TORONTO



“Aviator”

A new pencil to retail at a popular price. Round only—Stamped in Gold and finished in a beautiful turquoise color. Supplied in 12 degrees; 6H, 4H, 3H, 2H, H, HB, F, B, 2B, 3B, 4B, 6B. Packed 1 Dozen to the Box, 12 Boxes in a Carton.

LIST, ALL DEGREES, PER GROSS, \$10.00
LIBERAL TRADE DISCOUNT

The finest grade pencil at the price and splendid for School, Commercial and Artists' work.

Made by L. & C. Hardtmuth, manufacturers of the “Koh-i-noor” Pencil, which is sufficient to evidence their goodness.

Imported and For Sale by

FAYOR, RUHL & COMPANY

49 Barclay Street

NEW YORK

Samples on Application

ESTERBROOK'S STEEL PENS



Standard everywhere for nearly fifty years.

150 varieties in fine, medium and broad points.

SAMPLES AND PRICES TO THE TRADE ON APPLICATION.

WORKS, CAMDEN, N. J.

THE ESTERBROOK STEEL PEN MFG. CO.

95 John Street, New York

TYPEWRITER CARBONS & RIBBONS



PERFECT SATISFACTION GUARANTEED

A trial order will explain why.

INTERNATIONAL CARBON PAPER CO.,
206 BROADWAY, N. Y.

AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH
INT. CARBON PAPER CO. 22 DeWitt St., CHICAGO

1912 EXCELSIOR DIARIES

NOW READY



KIGGINS & TOOKER CO. 35-37 Park Place
NEW YORK

FALL REVIVAL ON

Philadelphia Stationers Experience an All-Round Activity That Indicates a Good Substantial Trade in Various Lines.

(From Our Regular Correspondent.)

PHILADELPHIA, September 26.—The fall revival has made its advent. Its presence is reflected in not only the decoration of holiday nature in the warehouses of the jobbers, but more really by increased patronage both here and at the counters of the retailers. The improvement came not with a sudden bound, but gradually and steadily through the days of the week until at the close there was activity in every line, from social engraving down to the most prosaic commercial staple line.

MANCO CLUB'S LAST OUTING.

The Manco Club's outing marking the ending of the summer outdoor season held last Saturday at Morris Station attracted fifty employees of the William Mann Company establishment to a delightful afternoon, the supreme feature of which was the baseball game between the married and the single men. The latter have always triumphed. This was repeated on Saturday, the team captained by Frank J. Brown winning out over that which Captain H. C. McDade led by a score of 16 to 7.

Edward G. Wiener, who has been with the Hoskins Company and also with George E. Mousley, has joined the force of inside salesman of the Stuart Brothers Company. He took the place made vacant by the resignation of Nathan Heyman, who went to A. Pomerantz.

Though George E. Mousley took possession during the week of the second floor of his recently acquired addition at 514 Commerce street, which is directly in the rear of his new Market street establishment, he will not secure full possession until next Monday, when the first floor wall will be cut through and the two buildings connected into one.

John H. Buzby, treasurer of the William Mann Company, has gone to Cornell University, where he is entering his son.

When William B. Snyder, of the White & Wyckoff Manufacturing Company, left on Friday last it was with a well-filled order book.

Creditors of the Clymer-Jones Lithographic Company have filed a petition in involuntary bankruptcy. Among them are Irwin N. Megargee & Co., \$1,170; the Dittmar Engraving Company, \$180, and Frederick Jones & Co., \$276.

E. R. G.

The successful artist is one who can make a show window picture that carries a buying suggestion to the passer.

In Wrong

Old Captain Wilkinson Jones, of Arkansas, paid his first visit in forty years to New York last fall. On the first morning he started for a stroll down Broadway. At Canal street, one of the main crosstown arteries, he was halted by the streams of traffic which rolled by in four weaving streams. He contemplated the endless processions of loaded trucks, vans, drays, carts and wagons for some minutes. Then he approached Traffic Policeman Kelly, on duty at that corner.

"Suh," inquired Captain Jones, with a courteous bow, "air you connected with the city government here, suh?"

"Well," said Kelly, "I'm a police officer, if that's what you mean."

"Yes, suh," said the captain, "so I judged from youah costume and depotement. And I would just like to say to you, suh, that you gentlemen have a fine city here, suh, a truly magnificent city. But tell me, suh—ain't you got powahfully behind with youah haulin'?"—*Everybody's Magazine.*

A steady customer is not merely a man you can sell something to today, neither should he be treated as such. He should be regarded as a man that will come back, time after time, and must always be satisfied, provided anything within reason will give him satisfaction.



STYLE No. 1972.

All Hallowe'en Post Cards

There are 12 new subjects in this line of post cards. Each card is embossed with a splendid color design. Best American Ideas, American Factory, American Machinery; an all American Assortment.

MAIL ORDER PRICE

\$.60 per 100 assorted

1.00 " 200 "

By Mail, 8c per 100 extra

This is a growing Post Card Day—the first of the Fall Season Days.

The American News Company

9-15 PARK PLACE

Post Card Department

NEW YORK CITY

EBERHARD FABER

RUBBER **RUBY** BANDS

THE NEW RED BAND

NEW IN QUALITY NEW IN COLOR NEW IN PACKING

Made of the Finest Grade of Rubber in a Brilliant Red
and every Band Backed by our Five Year Guarantee

The Ruby is the handsomest band ever placed on the market. And it is as serviceable as it is handsome.

Put up in large and small boxes, and also in a variety of attractive special assortments all to retail at popular prices.



This is the large size box. It contains a good liberal quantity of the ruby bands. Any size and assorted.



There are assortments prepared especially for Druggists and Jewellers use. Others for the office and home.



Samples, Price List and Full Information Furnished upon Request

EBERHARD FABER, NEW YORK

SEASONABLE CARDS

With the Opening of the Fall Trade Stationers Have an Opportunity to Feature All Their Stock in Time.

Below will be found a few suggestions for window cards that might be used by stationers to call attention to some of their lines that are seasonable at this time:

HALLOWE'EN

Will soon be here. Come in and see our novelties for the occasion.

NEW GOODS

We have an assortment of fresh merchandise. No old stock.

NEW PAPETRIES

The new correspondence papers this season are very stylish—See our line.

FOR HOME AND OFFICE

Besides desk accessories we have a large line of other necessary supplies.

GAMES—PLAYING CARDS

The long evenings are here again—We sell numerous pastimes for them.

BUFFALO DETAILS

(Continued from page 3.)

REGISTRATION.

The Credentials Committee will be in attendance with the local committee of the Buffalo Stationers' Club, at the headquarters, Hotel Statler, on Monday morning, October 9, at 9 o'clock, to receive the credentials of members and representatives of local associations. After credentials are accepted the local committee will receive the \$12 contribution and issue the card of admission to banquet, entertainments, etc., and the identification badge.

LOCAL ORGANIZATIONS.

Each local organization that is a member of the National Association is entitled to be represented at the convention by one delegate. The secretary will send to each

local organization blank credential forms, which will be the only credential forms that will be accepted at the convention.

BADGES.

Positively no one will be admitted to the convention hall without a badge. Delegates, members and visitors will be supplied with badges by the registration committee.

THE LADIES.

Bring the ladies with you. Ample entertainment is being planned for them and a surprise.

PRIVILEGES OF VISITORS NOT MEMBERS.

By paying \$12 visitors are entitled to the entire entertainment, namely: Three buffet lunches, October 10, 11, 12, at Hotel Statler. Banquet at Hotel Statler, Thursday, October 12. Excursion and dinner at Niagara Falls, Friday, October 13. A badge will be supplied to each one in attendance.

CONVENTION OF 1912.

Section 1, Article X, of the Constitution and By-Laws, specifies that the Convention Committee shall receive suggestions and invitations for the place for holding the next convention; to consider the same and report their recommendation for consideration of the convention. All local organizations or members that are interested are requested to communicate promptly with the committee, as their report will be called for and considered during the session of Wednesday morning, October 11.

BUSINESS SIDE OF THE CONVENTION.

Stationers and manufacturers from all parts of the United States will attend this convention. The exchange of ideas alone should amply repay for the money and time spent in visiting Buffalo.

Individual members are encouraged to present topics of general interest to the trade, for discussion.

Social Side for the Men.

MONDAY, OCTOBER 9, 1911—BANQUET HALL,

HOTEL STATLER.

8:30 p. m. Entertainment for traveling men. All members, visitors and guests are invited to be present.

THURSDAY, OCTOBER 12, 1911.

6:30 p. m. Annual banquet, Hotel Statler. Samuel Ward, of Boston, toastmaster.

FRIDAY, OCTOBER 13, 1911.

9:30 a. m. Outing to Niagara Falls by special train on New York Central Railroad. Trolley ride on special cars over Canadian Belt Line, stopping at Horseshoe Falls, Whirlpool Rapids, Brock's Monument, crossing lower Suspension Bridge at Queenstown, stopping at Lewiston, thence via Niagara Gorge Route, viewing the lower rapids to Niagara Falls, where dinner will be served. The after-

noon will be spent at Niagara Falls, returning to Buffalo by special train at 5 p. m.

Social Side for the Ladies.

MONDAY, OCTOBER 9, 1911.

9 a. m. Registration Committee will open headquarters at Hotel Statler. Every lady should register as soon as possible, that entertainment may be provided.

8:30 p. m. Entertainment for traveling men at Hotel Statler under the auspices of Committee of Traveling Men, at which special arrangements have been made for the ladies.

TUESDAY, OCTOBER 10, 1911.

2 p. m. Automobile tour through the parks and residence section of Buffalo.

WEDNESDAY, OCTOBER 11, 1911.

11 a. m. Visit to Roycroft shops at East Aurora by special train on the Pennsylvania Railroad. Luncheon will be served at the Roycroft Inn and the guests will be welcomed by Fra Elbertus. Return to Buffalo at 4:30 p. m.

THURSDAY, OCTOBER 12, 1911.

6:30 p. m. Annual banquet at Hotel Statler. On this occasion the ladies will participate in the banquet, special seats being provided at tables placed in the balcony.

FRIDAY, OCTOBER 13, 1911.

9:30 a. m. Outing to Niagara Falls by special train on New York Central Railroad. Trolley ride on special cars over Canadian belt line, stopping at Horseshoe Falls, Whirlpool Rapids, Brock's Monument, crossing lower Suspension Bridge at Queenstown, stopping at Lewiston, thence via Niagara Gorge Route, viewing the lower rapids to Niagara Falls, where dinner will be served. The afternoon will be spent at Niagara Falls, returning to Buffalo by special train at 5 p. m.

The committees appointed by the Stationers' Club of Buffalo for the seventh annual convention are as follows:

Executive Committee—Charles B. Bleyler, chairman; Millington Lockwood, J. Herbert White, Du Monte A. Whiting, Willis P. Whiting.

Finance Committee—Willis P. Whiting, chairman; H. D. Fisher, L. F. Houpt, J. Herbert White.

Hotel Committee—Charles B. Bleyler, chairman; H. P. Fink, J. Herbert White, Du Monte A. Whiting.

Banquet Committee—Du Monte A. Whiting, chairman; L. F. Houpt, L. G. Wetmore.

Printing Committee—John C. Adams, chairman; A. H. Jackson, Harry J. Williams.

The officers of the club are: Millington Lockwood, president; Du Monte A. Whiting, vice-president; Willis P. Whiting, treasurer; John B. Aikman, secretary.

Crayons

"STAONAL"

For Kindergarten, Marking and Checking.

"DUREL"

Hard Pressed for Pastel Effects.

"CRAYOLA"

For General Color Work, Stenciling, Arts and Crafts.

"AN-DU-SEPTIC"

Dustless White and Colored Chalks.

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N. Y. Silicate Book Slate Co.

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N. Y. Silicate Book Slate Co.

631-633 Monroe St., Corner 7th St., Hoboken, N. J.

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JOHN LESLIE PAPER CO.....Minneapolis, Minn.	W. E. EBBETS PAPER CO.....Syracuse, N. Y.
THE E. A. BOUER COMPANY.....Milwaukee, Wis.	A. M. CAPEN'S SONS, Export Agents.....No. 60 Pearl St., New York.

THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY

BY THE

LOCKWOOD TRADE JOURNAL COMPANY

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

TERMS OF SUBSCRIPTION

One Year.....	\$2.00
Six Months.....	1.00
Three Months.....	.50
Canada and Foreign Countries per year.....	3.60

Remittances may be made by draft, express or postal money order, or registered letter.

Telephone Cable Address
4603 Beekman Catchow, New York

Western Publication Office—431 South Dearborn Street, Chicago.

New England Office—127 Federal Street, Boston.
London Office—S. C. PHILLIPS & Co., 47 Cannon St.

THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

J. T. Peacock, Seattle, Washington, says: "I miss 'The Stationer' when it fails to arrive on time more than any other paper I read."

EXPORT TRADE

The meeting and banquet of the Manufacturers' Export Association, held in New York this week, should afford food for thought on the part of manufacturing and large jobbing stationers. The association, which has been in existence only two years, shows a rapid growth, which is a sign that our commercial interests are becoming alive to the great opportunities for expansion there are in the trade with foreign countries, particularly with those in South America. Other nations long ago learned what they could sell abroad, and have made a special study of the wants of foreign people. The secret of their success in catering to such consumers, it should be stated, has been in studying on the spot just what the people want and then giving them *just that*, and not some substitute which was originally made for the domestic market. Besides supplying the exact needs of the foreigner, it is quite necessary that he be dealt with in his own language and be given long credit; in addition the goods sold him must be packed in such a way

that they will reach him in the best possible condition.

In nearly all the foregoing requisites for doing business with foreign countries, it must be admitted we, as a nation, are woefully lacking. Instead of sending representatives who know the language of the country, we more often send only catalogues or circular letters, and on receipt of an order we insist on cash in advance, and then we fill the order out of stock without regard to the special requirements, pack the goods in frail wooden cases, and "let her go at that."

The natural result of such methods is that we never receive a duplicate order from the same concern. It is no wonder, therefore, that our export trade cuts but a small figure in our total of business transactions for any one year. England and Germany, on the other hand, practically live off their export trade, their home markets being very restricted.

Our situation is, of course, considerably different from that of either England or Germany in that we have 90,000,000 of people at home to take care of. Still, this advantage is offset to a very great extent by the fluctuating character of our home market trade with us being either booming or very flat. Because of the irregular course of the demand here, we are almost as much in need of export trade as England or Germany, as it is the very thing necessary to give stability to our commercial affairs. If all our leading manufacturers would but follow the rule abroad and practically set apart one-third of their product for foreign consumption, the long periods of idleness which we suffer would be minimized, the factories in that event being able to run at least half-time instead of being shut down for months, as is often the case with us in times of depression. Foreign trade is just the ballast that we need to steady our commercial boat, and we can have it if we go after it in the right way.

It should be here added that there are a number of large concerns in the stationery trade who years ago set about the task of building up a substantial trade, especially with the Central and South American countries. These are now reaping the fruits of their foresight and patience, and it often happens that when their competitors are shut down their factories are running along as if business were booming. Their example can and should be followed.

HALLOWE'EN.

Taking time by the forelock is what we like to preach to the retailer and as we see in the forthcoming Hallowe'en celebration a good chance to do this we seize the opportunity. This occasion is one of the many little ones that escape the attention of the average stationer with resulting loss of business. That there is a little business to be done for Hallowe'en is a certainty, as all the big jobbing houses have some novelties that will add to one's sales. This, of course, is not very heavy in itself, still there is big profit in masks, and in the grotesque heads made to resemble pumpkins with the features of the human face roughly carved on them. This year other heads are used together with some novelties suitable to the occasion. There are, too, a variety of post cards gotten up especially for Hallowe'en which can be used for sending invitations to parties, also as souvenirs or as a means of sending Hallowe'en greetings to friends living at a distance. All of these things should be looked into and orders placed now instead of holding it back until a few days in advance of October 31, the evening of which is Hallowe'en.

In the case of the children, it should be remembered that they not only buy for themselves, but they are also the purchasing agents for their parents and relatives. Acting for their elders, they naturally seek their favorite stores, even when told to go to the sedate stationer's around the corner, where you find the same old goods in the same old places "year in and year out." Such stores have no attraction for the children, and as they delight to look over new goods, they are willing even to run errands for their relatives, as it affords an excuse for going into the store which caters to their tastes.

There is a structure which every institution builds for itself. It is called character, and every act is a stone in this structure. A man, in order to have a good character, must think honesty, act honestly, breathe honesty. The people soon determine between the genuine and the counterfeit. They know the ring of the true metal and the base.

In order to be a success a trade paper must help its subscribers—Let us know how we can serve you.

STEALING HELP

The Way to Stop Your Competitor From Hiring Away Your Employees Is to Make Contracts With Them.

By ELTON J. BUCKLEY.

(Copyright, September, 1911.)

[In the letter printed below is stated a worthy topic for discussion, and a timely one, as several cases along the same line have recently occurred within my own jurisdiction]:

SEATTLE, Wash., September 1, 1911.

ELTON J. BUCKLEY, Esq.

DEAR SIR:—If it is a proper topic for any articles in one of your series on legal phases of business, why not discuss what rights an employer has against a man or a firm who tempts away one of his employees. I have had this happen to me a number of times, several times greatly to my injury. In thinking it over, it has occurred to me that a business man should not be compelled to endure outrages like this and that there ought to be a remedy. I want to know the law on the subject, also, so that I will know my rights in going after the other people's employees if they continue to do the same with me.

Very truly,

OSCAR L. BERGMAN.

Decidedly an employer has rights against those who steal his employees—if he has been careful to safeguard those rights so that they can be enforced.

MAKE CONTRACTS WITH ALL EMPLOYEES.

To begin with, every man who employs men or women should make a written contract with them. I don't mean as a rule with such employees as ordinary laborers, but with all employees of any importance. The present custom is to make contracts only with somebody like heads of departments, but it is a mistake. The making of a contract is a simple matter—blank forms can easily be provided, and once the employee's name is on one of these there is a legal agreement with which no one can tamper except at his peril.

Many a lost and valued employee would have been held had there been a contract. In most cases of ordinary employees there is not even a verbal understanding as to the length of time the employment is to last. The salary is fixed, and the time when the work is to begin, but nothing more. Of course both parties believe it will last as long as mutually agreeable and satisfactory, but unfortunately this is not a contract which the employee is under obligation not to break, and which any third person can be proceeded against for interfering with.

There are some cases that hold that the existence of a contract will be implied if

the stolen employee was actually in his former employer's service, but my advice is to put every employee under contract if he is likely to become so valuable that you won't want to lose him.

NO EXTRA BURDEN ASSUMED.

Don't avoid making contracts with the rank and file of your employees because of an idea that you are assuming an obligation which may prove irksome later. That is really not the case. A contract of employment is always conditional upon the employee rendering satisfactory service to the employer, and that is so whether it is mentioned in the contract or not. It is fundamental. Even if this were not so, it would be quite easy to include such a provision in the agreement. A plain agreement in writing between an employer and employee, without interfering in the least with the right of discharge in case of unsatisfactory services, gives a chance to protect one's self against persons who tempt an employee to break his contract and go to another employer.

INTERFERENCE WITH CONTRACTS OF OTHERS.

Consider a case where A has hired B for one year, a written contract having been executed between them. Some time during the year C offers B a higher salary, and B breaks his contract and joins C's service. In the average case the employer does nothing, because he is under the impression that his only action is against B, who, as he says, "has nothing." He should know that he probably has a perfect action against C, who very likely does "have something." I say probably, because C can only be proceeded against if he took B away knowing he was under contract with A, or if he did not know it at the time, if he retained B after he was told of it. If either of the above facts is established, A can go after C in a suit for damages, and can recover all he can prove that he suffered. The technical offense of which C would have been guilty is interference with the contracts of others.

Of course the law allows some little latitude in these matters for competition and the natural rivalry between employers. Under some circumstances if A and B are face to face, in the act of making a contract, and C persuades either party to refrain to make it, the other has an action for damages. Also, in some cases where A and B have already made a contract, subject to be terminated at the end of a year, or to be renewed at the option of the parties, if C persuades either party to terminate it at the end of the year, he is liable for his interference, provided the party so persuaded would have renewed it if let alone.

The law as to business contracts, however, especially contracts between employer and employee, does not go that far. Suppose A has hired B for one year, contract to be renewable if both parties agree.

Shortly before the year ends C persuades B not to renew and to come with him. He has done nothing illegal, and A has no action against him. So if A is about to hire B on a contract, and C persuades B not to sign, but to take a position with himself, in this case also C has not exceeded his rights.

CONTRACTS AND STRIKES.

Another class of cases in which contracts with employees come in very handy, is in case of strike.

The average employer who makes no contracts with his employees is usually helpless if some trades union induces them to strike. But if he has a contract with them all he needs to do, in case of attempted strike, is to notify the union of the existence of the contract. If the union calls the employees out in face of that, it can be proceeded against for interference with others' business agreements, and this is the law even though the persuasion of the union was absolutely peaceful.

There are large concerns who compel every man in their employ, in whatever capacity, to sign a printed blank when he takes service. This blank amounts to a contract, and if he strikes while it is in force, the labor union that compelled him to do so can be proceeded against.

The Emperor and the Pencil

It would appear from an incident reported from Vienna that an emperor is not to be trusted with a pencil.

Some time ago while holding court in the royal palace overlooking the Danube, Francis Joseph received a Hungarian blacksmith, who desired to thank his Majesty for the decoration conferred upon him in recognition of his having invented an agricultural machine.

During the audience the blacksmith drew from his pocket a photograph of the Emperor and handing it to his Majesty said:

"May I ask Your Majesty for your autograph?"

"I cannot give you my autograph at the present moment," said Francis Joseph, with a smile, "for I have neither pen nor pencil within reach."

"I have brought a pencil with me," said the smith, handing it to the Emperor. Francis Joseph thereon attached his signature to the photograph and dismissed the smith with a smile and his customary inclination of the head. To the Emperor's surprise the smith did not retire.

"Is there anything else I can do for you?" asked the Emperor.

"Yes, your Majesty, I am waiting for my pencil."

The Emperor had mechanically pocketed it, and he returned it with a hearty laugh.—*Harper's Weekly*.

MAYOR A LIBRARIAN

New York City's Chief Executive Tells Librarians' Association He Would Like to Be One—Condemns "Best Sellers."

Mayor Gaynor told some 500 members of the New York State Librarians' Association who met in convention at the Engineering Society building, 29 West Thirty-ninth street, New York, on Monday of this week, that he knew of nothing he would rather be than a librarian, on account of the peaceful life assured by the profession. In the course of half an hour's talk he condemned best sellers, declared his belief that the Saracens did not burn the library at Alexandria and expressed his disgust at persons who want to make New York City over, new in a night. The Mayor's talk was, in part, as follows:

"LADIES AND GENTLEMEN, more ladies I notice than gentlemen, as is nearly always the case when you go to church and similar places; from which I also gather that there is a large number of lady librarians throughout the State. Your life is a peaceful life. If I had to pick a life out for myself I have a strong notion that I would like to be a librarian and nothing else.

"There is no more patient place on the face of the earth than a library or a more patient person than a librarian, so far as I know. The Almighty did nothing in a hurry. How many millions of years

He sat brooding over this world to make it fit for us to live in! And yet some very enthusiastic people—and dear knows! I meet enough of them nowadays—think they can make a new world in a day and make New York anything that they see fit overnight, whereas the uplifting of human morals, human minds and also of material things, to be done well, is in God's providence a matter of gradual growth.

DID NOT BURN ALEXANDRIA'S LIBRARY.

"Formerly there was no art of printing. Very few people could own one roll, let alone a library, and very few indeed were able to read it if they saw it. But that is no longer the case. And then there were agencies at work in the world that wanted to contract the number who formed the center of thought of the world. When Alexandria was taken by the Saracens, it is said, the library was destroyed by the orders of the Caliph.

"I agree with Gibbon, as I suppose all of you do, that no such thing took place. It is apocryphal. I have no doubt in the world that Gibbon is right about it, because those people were not ignorant people by any means. They afterward brought light and learning into Europe when there was scarcely a particle of it there.

"Indeed, I do not know much that we have got that we did not get from Asia. Every line and word in the Bible from one cover to the other was written by

Asiatics, and I think, without any irreverence, I may say that the Saviour came from an Asiatic province of the Roman Empire, and so through most everything that we have. The light of Asia was shed on Europe when Europe was in a state of darkness. But that is a digression which I am led into simply by this apocryphal story about the Caliph and the library at Alexandria. I guess the Christians got away with most of these rolls before the Caliph ever came there.

LIBRARIANS AID GROWTH OF MORALS.

"I am very glad to welcome you to New York, and what I have said is really only what has been running in my mind as to the agencies that keep the growth of morals and mind and materiality healthily in operation throughout the world; and your part in that is very great. How modestly and simply you attend to your duties. And you keep the library supplied with books, and now and then somebody who writes a book writes to me and complains because some librarian won't buy it and put it on the shelf, when, in fact, the book ought to have been burned up before it was written, if that were possible. I am very certain that if such books had been in Don Quixote's library the night the barber, the priest and the aunt went through the library trying each book in turn and condemning to the flames each that ought to be got rid of, those books would not have escaped."



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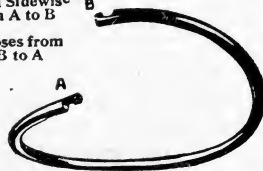
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THE IMPROVED UNIVERSITY BOOK RING

Open Sidewise
From A to B
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OTTO KELLNER, JR.,

It meets every requirement for the temporary binding of student's and stenographer's note books, and various loose leaves. Simple, strong and neat. Made in four sizes. No. 1, 1 1/4 inches diameter, light weight; No. 1, heavy weight, 1 1/4 inches diameter, light weight; No. 2, 1 7/8 inches diameter, heavy weight. Unjointed ring, 1 1/4 inches diameter.

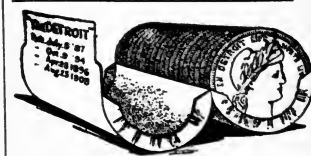
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Patented Feb. 4, 1902

4028 STATE STREET, CHICAGO

Mr. Stationery Dealer Don't Miss Your Share



of this trade. We will help you get it by furnishing you imprinted advertising matter of our products FREE

Write us to-day.

The Detroit Coin Wrapper Co.

Detroit, Mich.

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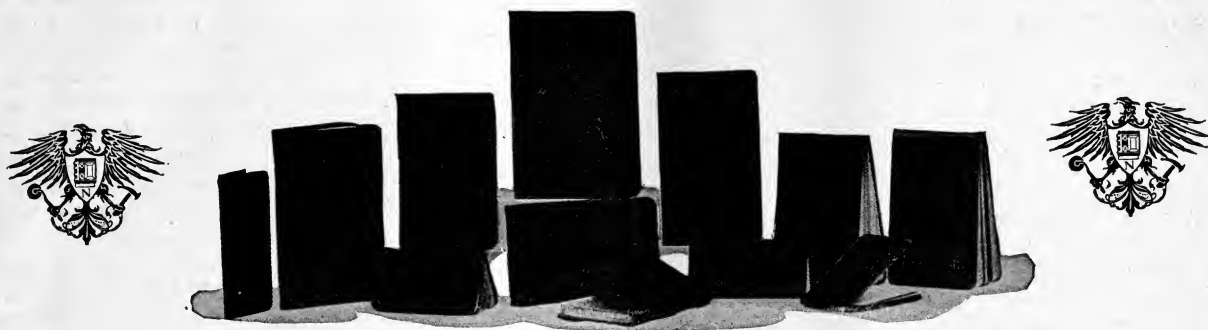
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FITTED WITH
14 Kt. No. 2 PEN

\$8.00
Per Dozen

DURYEA COMPANY, 108 FULTON STREET, NEW YORK



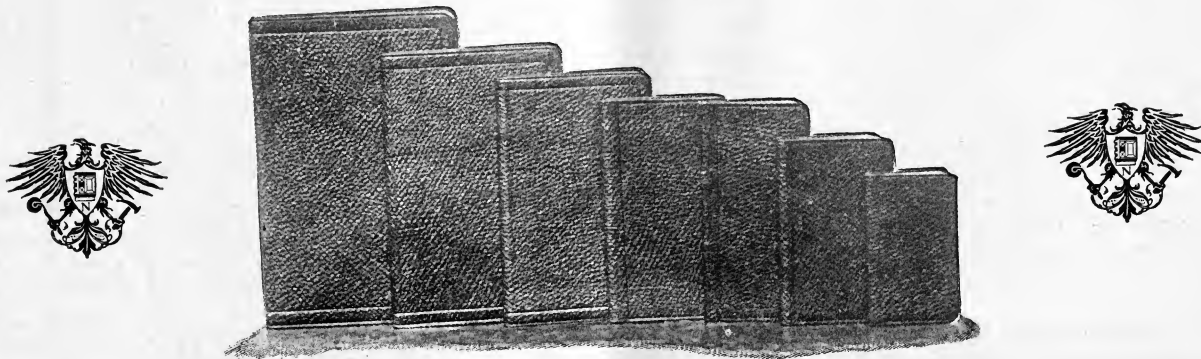
POPULAR NATIONAL MEMOS

BOUND IN BLACK COWHIDE SEAL. RED BURNISHED EDGES

YOU cannot tell very far in advance just what lines will prove popular with the consumer. Here is an instance, however, where we knew just what the public wanted. Why don't you feature these Memos? We make them in 67 sizes and rulings. They range from $2\frac{1}{2} \times 4\frac{1}{8}$ up to $5\frac{7}{8} \times 8\frac{7}{8}$; 60, 96 and 144 leaves; List prices \$6.00 per dozen up. If you are not familiar with this popular line, write for samples.

OUR NEW CATALOG ILLUSTRATED IN
COLOR IS NOW READY FOR DISTRIBUTION

NATIONAL **BLANK** **BOOK** **CO.**
H O L Y O K E M A S S . U . S . A.



TRADE PAPERS

How Subscribers and Advertisers Can Use Them to the Greatest Advantage—Instances of Value Received.

By FRANK FARRINGTON.

(Written for THE AMERICAN STATIONER.)

(Continued from issue of September 2.)

In the pages of THE AMERICAN STATIONER you are right in touch with the people who produce the new goods, and they are pretty apt to tell you about them there as soon as they tell anyone. If you follow the advertisements carefully you need not be caught napping. You will know what is doing all along the line.

Not only new goods, but new lines come to your attention through the trade papers. You think you are satisfied with the lines of goods you are already carrying, and you keep right on buying from the same houses year after year and you do not know that there are other concerns that are bringing out new lines of goods and specialties that are selling faster than the old lines ever did.

Some competitor whom you have scorned a little, maybe under-rated, takes THE AMERICAN STATIONER and reads it thoroughly. He sees the advertising of a new line of seasonable goods. He stocks them and they go off like the proverbial hot-cakes. He increases his stock, and the first thing you know, you who do not try to get anything out of your trade journal, the other fellow has bitten a great big piece right out of your best trade.

In my experience and in my store I have tried many new things that have proved to be good and permanent sellers, and that have paid me many times over the cost of this paper, and it is through its columns that I have learned of them. I have had better luck in picking winners from trade journals than in getting them through the traveling man.

I would be willing to guarantee that if you will read carefully all the advertising in three consecutive issues of THE AMERICAN STATIONER, and answer such advertisements as describe goods you think you could sell, you will get hold of more than one line of goods, new to your store, that you would not give up for many times the cost of the paper.

The trade journal advertising worth heeding is not all of goods to be sold either. It covers fixtures as well. There are not many salesmen calling on the average retail trade with samples of new things in fixtures. How many have you seen in the last three months?

When you who live in the small town drop into a stationery store in a big city, you see many different kinds of store and display fixtures that help to make the buying and the selling of goods easy. Many of

these things you have never even heard of before unless you are a trade journal reader.

There is no reason why every dealer should not have such fixtures, even if he is doing business in the backwoods, if he will keep his eyes open to the opportunities of the trade press advertising pages.

The general magazines are carrying lots of advertising of goods that you might sell, perhaps do sell, but equally perhaps do not know anything about. It is a wise merchant who watches the work of the big advertisers in the general magazines.

THE AMERICAN STATIONER keeps you in touch with what the bigger manufacturers are doing in the line of general advertising to interest the consumer. When a new and big campaign of that sort is started you get first information from the trade journal, and it gives you a chance to be ready for any increased demand and to get in touch with that manufacturer and ask for store advertising to attract the attention of the public to the goods themselves. The trade journal is a better link between the manufacturer and the retailer than many jobbers are. It is a fair and unbiased link.

THE SCRAP BOOK PLAN.

Any kind of information that cannot be found when it is needed is useless.

No matter how much valuable matter is printed in your trade journal, if it is not placed where it can be referred to on occasion it is of comparatively little value.

It is all right and a good plan to keep a file of the magazines, but even though they are indexed, the matter in them is not available in the same way that it is if the scrap book or filing plan is followed.

A scrap book, or a file with an index that gives references under all the different heads that an article may cover enables one to turn right to the clipping needed.

Articles on window dressing, stock arrangement, salesmanship, collecting bad accounts, etc., etc., if classified and indexed enable one to make use of the information they contain.

No doubt you have occasionally wanted certain information and remembered that it had appeared some time before in your trade journal. You could not tell in what issue and search failed to find the number. You may have wanted it badly enough to send to the editor, who perhaps could and perhaps could not supply it. In any event you were subjected to a delay and the editor was called upon to do for you what you should have been able to do for yourself with an indexed file.

Clip out of your trade papers every item of interest, or of possible value. List and index them as you clip them. This means but a few minutes' work with each issue, and as the years go by it means the accumulation of an encyclopedia of practical knowledge of direct application to your store.

INCIDENTS AND INSTANCES.

The proprietor of a stationery store in a small town noticed on the express wagon when it stopped to deliver a package to him, a parcel addressed to the lawyer who was in the habit of doing most of his legal business. The stationer supposed that he sold the lawyer all the supplies he used in his office. However, he noted that the label on this package bore the name of a well-known maker of typewriter supplies which the store did not carry.

When the stationer saw the name it came to his mind that this same lawyer had not long before asked for the brand of typewriter ribbon made by the maker in question. He had sold the customer a ribbon that he guaranteed to be just as good, and supposed the incident closed and the customer's trade held. However, a lawyer convinced against his will, like anyone else is of the same opinion still. He had proceeded evidently to send for the kind of ribbon he had wanted.

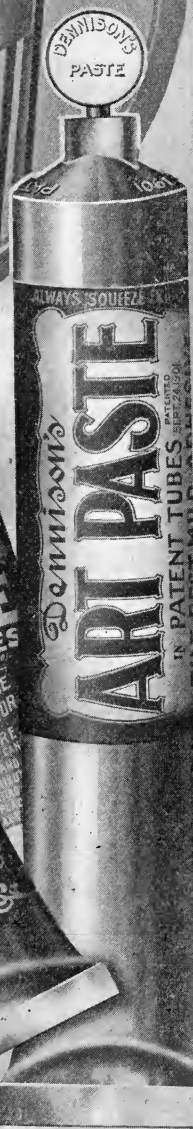
When the merchant saw this express package he was wise enough to realize his mistake and, going into the store, he took up his trade paper and looked up the advertisement of the typewriter supplies firm, an advertisement, by the way, that had been staring him in the face for some weeks, and he sent an initial order in at once, and as soon as the goods came he took pains to tell the lawyer and he regained and held the man's trade.

Had the stationer not been a trade journal reader he would have done nothing at all. The name of that brand of ribbons would have been to him merely one of a score that he did not carry, and since he had supplied the immediate demand he would have thought no more of it. Being a reader of the trade journal advertising pages, he saw what was up to him to do to hold his trade, and he had the sense to do it. He also had right at hand the information enabling him to do it easily.

WATCH ADVERTISING PAGES.

The merchant who does not watch his trade journal advertising and who does not look out for such new goods as he is having calls for and who does not make every effort to be in a position to supply the early demands, is not in a position to complain if his trade goes away by mail.

The trade journal carries a large measure of opportunity for the young, the small, but ambitious merchant. A woman who was a careful reader of the general magazines for women wanted to get a box of a certain brand of advertised stationery. She had seen the papers mentioned in the advertising pages of her favorite magazine, and she knew that it was what she wanted. She went to half a dozen of the stores in her town handling such goods, but none of them had that brand, though all were prolific in their protestations of the excellence of the nearest thing they had to it. At last she decided to try a small and



Dennison's
TRADE MARK
Glue, Paste and Mucilage
in Pin Tubes

Dennison's Glue

The strongest glue made. Sticks quickly and permanently. In the Patent Pin Tube it is most desirable for the home and office. No bottle to upset, no brush to harden. Simply press out a drop or two and spread with the flat nozzle; then replace the pin. Tube is sealed air-tight.

Dennison's Paste

Clear, white and smooth. Made of the finest dextrine. No acids or injurious preservatives. Positively will not discolor the finest textures. Especially adapted for mounting photos or delicate samples.

Dennison's Mucilage

A clear, transparent adhesive. Made from the purest Gum Arabic.

DENNISON'S ADHESIVES ARE ALWAYS IN DEMAND AND THE PROFIT IS SURE. PUT UP IN THE USUAL ATTRACTIVE DENNISON MANNER THEY ARE AN ORNAMENT TO YOUR SHELVES AND COUNTERS.
ADDRESS OUR NEAREST STORE OR OFFICE

Dennison Manufacturing Company

BOSTON 26 Franklin St. NEW YORK 15 John St. and 15 W. 27th St. THE TAG MAKERS PHILADELPHIA 1007 Chestnut St. CHICAGO 62 E. Randolph St. ST. LOUIS 413 N. Fourth St.

comparatively new store around the corner out of the chief business section.

While she had not much hope of finding the goods there, she was determined to make a thorough canvass.

Much to her surprise she found the store attractive inside. It was orderly and clean, and she saw at a glance that it carried many of the lines of goods with which she was familiar through the advertising pages of her magazines.

An inquiry for — papers met with a ready affirmative answer, and the goods were produced at once. This was the opportunity of the ambitious small store, and it made good. Here was a minor merchant who used the trade journals and who will in the near future own something more than a little store around the corner.

There is no reason why any live man cannot make use of the same opportunity to his advantage.

SAVES STATIONERS FROM BEING "STUNG."

A salesman came into a stationery store in a country town and interested the proprietor in what seemed to him to be about the most ingenious device he had ever seen for a certain line of work. He asked a good, big price for it, and he delivered the goods as he went along. The merchant bought one and put it into immediate operation.

The next week a stationer from a neighboring town dropped in and saw the con-

trivance in operation. "Where did you get that?" he asked.

The buyer explained.

"Well," said Number Two, "you are stung! That is a cheap imitation of the Blank, and it won't last you a year. The Blank is a dandy, and will do a lot of things this one won't do, and it doesn't cost any more than you paid for this. I've got one of the genuine ones myself, and if I hadn't seen this one mentioned in a trade journal as a fake I would have been stuck the same as you are. They say, too, that if they catch you using one of these you are liable to a suit for infringement."

That same kind of incident happens right along all the while to men who do not appreciate their trade journal. Merely subscribing for it is not enough. It must be read and appreciated.

The dealer who needs to fill up his stock in order to use all of his store to the best advantage can find in the advertising pages of THE AMERICAN STATIONER the goods he needs for his purpose.

The dealer who wants to put in a new side line to draw people in for the main line as well as to make a profit of its own will find these side line goods advertised in the same place.

You may be in need of no new lines or side lines. You may be entirely satisfied with your stock, with all the goods you are now carrying. You may know just how to

run your store to get the most business and make the most money with the least possible expense—and yet you need the trade papers.

THE AMERICAN STATIONER will tell you plenty of things that you would not otherwise find out. And you never know when a day will come that will find you in need of just such information as the trade journal supplies. If you have never paid any attention to one you will not know where to look for that information.

Take a trade journal; yes, take two or three of them, and if you will not do it because you need to, do it as a matter of prevention. Do it to enable you to hold your own against the other fellow.

Autumn Suggestions.

The short days and the long nights are here again, and the change brings with it the demand for Tally and Score Cards. All stationers should be prepared with an up-to-date supply of Auction Bridge and "500" score cards and pads.

One of the easiest ways to secure returns on these goods is through the use of the advertising of the Elliott Co., North Philadelphia, Pa., which has sent out, on request a display frame of cards and pads and an attractive display card without charge.



Quality
Service
and Price

THESE are important factors in any line of merchandise. *Quality* is the essential thing in loose leaf. You cannot build trade with a line of obsolete devices. You need good, dependable, up-to-date goods which will withstand the hard service expected of them. We are centering the efforts of our splendid factory organization on the production of the

DeLuxe Line

of *Standard Loose Leaf Devices* and have set a *High Standard of Quality*, which we propose to maintain at all times. Our *Service* will be unexcelled, as we carry the De Luxe Line in stock in sufficient quantity to meet any demand with promptness. *Price* is an important consideration to you, for, unless you buy right you cannot sell right. Our long list of stock sizes enables you to buy binders of us at *lower list* prices than ever before, and our new Dealers' Discount Proposition assures you a greater margin of profit. Get in line for the big De Luxe Advertising Campaign today.

C. S. & R. B. CO., Inc.

Sacramento Blvd. and Carrol Ave
CHICAGO, ILL.

The Bookseller's Opportunity

The fall is the busy season for booksellers and the late months of the year have been usually relied upon to make up for the disappointments of the earlier months. In recent years business has too frequently failed to fulfill anticipations. This was not because of the public's lack of interest in books but because of the conditions which made unprofitable the business of supplying them.

After years of effort, those conditions have been much improved and books may now be handled with profit—not, indeed, a large profit, but sufficient to give heart and courage to the bookseller. In some cases it is still hardly more than a guarantee against loss, but in very many cases it amounts to a substantial profit. The two improvements that have been so long desired, the net price and the living discount, have been very generally conceded by the publishers, and the trade, including most of the department stores, are for the first time in many years retailing books at the net prices.

Very encouraging to the reform is the fact that never before in the country's history have so many books been published and promised, and, still more important, never before has so large a proportion of the books been of a character which strongly commends them to the public and will make them easy sellers.

There are also other conditions that point to a profitable season. Crops, the country over, are fairly good; the federal and local governments are spending vast sums in building and beautifying; railroads are scientifically economizing in running expenses while extending and improving their lines; and there is a hopeful, optimistic feeling in every section of the country. Moreover, it holds true that more people buy and read books from year to year. This is perhaps truer this year than ever before, because people are now more interested than ever in many new economic and social questions which are being discussed by competent authors.

It is up to the booksellers to make this a record season. The publishers have done all that can be expected of them. They have made the books that the reading public want and they will liberally advertise them, but much still depends on the bookseller. If he supplements the work of the publishers, in giving publicity to the books, in applying up-to-date business methods to secure their distribution, his enterprise and effort will bring him a richer harvest than he has ever before had the opportunity of reaping.—The Bookseller, Newsdealer and Stationer.

Readers of THE STATIONER are invited to send in questions relating to their business—We will try to answer them.

Merit Alone Has Built Up **LOOSE I-P LEAF** Prestige

Dealers and consumers alike measure all loose-leaf service by the **LOOSE I-P LEAF** standard.

“Not so good as Irving-Pitt” is the verdict after every test or comparison, regardless of price.

The **LOOSE I-P LEAF** line of forms and devices has a tremendous prestige with the consumer because every item is mechanically perfect, up-to-date, complete. And the **LOOSE I-P LEAF** line has prestige with the trade because of the superior Irving-Pitt service—thorough, prompt, obliging and dependable at all times.

Absolute satisfaction for dealer and consumer is bound to build both prestige and business. The satisfaction that **LOOSE I-P LEAF** forms and devices give to the consumer, and the satisfaction that Irving-Pitt service gives to the dealer, are the true causes of the tremendous growth of the **LOOSE I-P LEAF** business.

Seven years ago **LOOSE I-P LEAF** binders were being made in a second-story loft. Today the Irving-Pitt factory covers half a city block, with over 100,000 square feet of working space, devoted exclusively to the manufacture of **LOOSE I-P LEAF** forms and devices, and supplying every prominent dealer in stationery and supplies in the United States, Canada and Mexico.

Such success can come only from perfect goods and perfect service. Every **LOOSE I-P LEAF** book or binder operates simply—cannot get out of order—is practically indestructible—and not one in a thousand is returned to us for repair. Every **LOOSE I-P LEAF** form fills some business or professional need—fills it thoroughly, saving time, eliminating useless work or unnecessary accounting.

“Irving-Pitt” stands for “Loose-Leaf Improvement.”

Catalogs upon request.

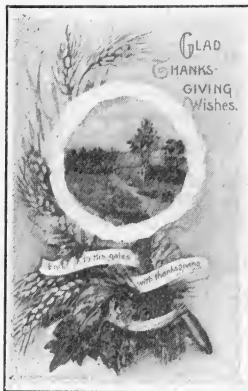
Irving-Pitt Manufacturing Company

KANSAS CITY, MISSOURI

POST CARD WORLD

Thanksgiving Post Cards

Foresighted stationers are now looking over the market for special lines of cards suitable for their Hallowe'en and



Thanksgiving Day trade. One such line gotten up especially for the latter holiday is that which the American News Company, 9-15 Park Place, N. Y., is quoting the trade at a special price. In this line there are 24 designs, all of which, together with the embossing, color work and printing, are the product of American artists, American dies, American cardboard, American machinery and American factories.

The cards come in assorted back-



grounds, are made up in excellent combinations of colors and are altogether real high class goods. Because of their intrinsic value the chances are that the line will soon be broken, so for that reason orders should be sent in early so that a full assortment can be secured.

The cards are all appropriate to the day, and consequently almost every one of them carry as a striking feature of their design a turkey done in at least four colors. But although the turkey appears on all of them the artists have done their work so well that no two of

the designs look alike. One card, for instance, has a background each half of which is done in such contrasting colors as old gold and steel grey. The former half is embossed and decorated with fruit, vines and blossoms. The plainness of the other half heightens the effect of the design referred to. On a panel in the center of the card is an exact reproduction in colors of a gobbler and underneath this in the shape of a scroll is a Thanksgiving sentiment dove in illuminated letters.

The card above described will give some idea of the character of these cards, all of which bear "Thanksgiving Greetings." The trade prices on them are 60 cents per 100 or \$5 per 1,000. By mail the price is 8 cents per 100 extra.

A "Local View" Card Shop

While in Milwaukee recently an AMERICAN STATIONER representative visited the E. C. Kropp Company's establishment and was accorded the pleasure of seeing the workings of this concern at close range.

"When I entered the Kropp Company's building," says our representative, "I was in a measure prepared to observe the whys and wherefores of a business that has grown apace during recent years. From my contact with the post card trade I had previously gathered the impression that the Kropp Company stands for all that is genuinely clever and salable in the local view card line, and this was fully verified during my visit to the company's plant. Everything seemed arranged so conveniently, and I could not fail to notice this. The manager pointed out to me with just pride, a job comprising nearly 200,000 colored post cards which had been started on a Tuesday morning and which he said would be shipped Saturday morning of the same week. Everywhere I noticed nothing but post cards. A job was pointed out to me (an immense stack of cards still on sheets), New York views, amounting to one and a half million cards, or a half carload. The quality of these cards impressed me as being something different from the ordinary. The manager who conducted the writer through the plant, stated that the company's line consists entirely of local view cards and that they wish it distinctly understood that they do not manufacture special or fancy cards of any description. They manufacture a half dozen different styles of cards at prices to suit practically any purse. Their

finest card is their photochrome style, which I was told is the best seller, but they say their hand colored card is a close second in the race. The process of hand coloring is very interesting and the Kropp Company extends an invitation to any of our readers to visit their plant at any time. They will also be glad to send samples to all dealers."

One-tenth of One Per Cent. for Books

Some weeks ago, says The Publishers' Weekly, an American lady instructed the equity court at Washington that \$67 a day was the lowest figure on which a millionaire's wife can live properly. To prove her contention she submitted to the court an itemized monthly budget of her expenditures.

Here are the items in order of size:

Marketing, groceries and wine, \$350; clothing for herself, \$300; auto, livery and chauffeur, \$275; servants, \$242; rent, summer cottage, \$110; rent, Paris apartment, \$110; traveling, \$50; physicians, \$25; cleaning clothes, \$20; drugs and toilet articles, \$20; pew rent, \$16; music, \$15; charity, \$15; flowers, \$15; taxes on Paris apartment, \$15; theater tickets, \$10; silver insurance, \$8; massage, \$5; dentist, \$5; summer club dues, \$5; books, \$2; miscellaneous items not specified, \$364; total, \$2,012.

If the above budget were typical of American family expenditure, as some newspaper critics have sarcastically pointed out, there might be cause for serious concern in the book trade. It is true that to superficial observation automobiling may seem to bulk larger in the public eye just now than reading, and your confirmed misanthrope may insist that a ratio of \$2 for books and \$242 for servants is typical. He would be indubitably wrong nevertheless. Social climbers and millionaires with more money than brains are not typical Americans in any sense of the word.

Fortunately for the book trade, and for the intellectual life of the country, Americans are buying more books and spending more money for books—not only gross, but probably per capita—than ever before. It is true that the book bill of the country shows no such recent amazing growth as that for automobiles; but the growth in sales has been steady; it is certain, because deeply founded; and even such a budget as the one quoted above is so much an exception as to afford the believer in American democracy and intellectuality little cause to despair.

Readers of THE STATIONER are invited to send in questions relating to their business—We will try to answer them.

FANCY GOODS

Selected lines of Fancy Goods specially adapted to the Stationery trade

A. L. SALOMON & COMPANY

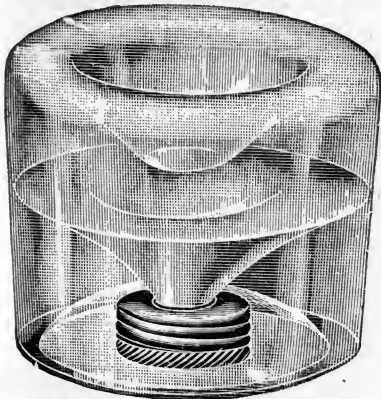
Wholesale Stationers

Aluminoid Pens

345-7 BROADWAY, NEW YORK



NO RUBBER PARTS TO GET OUT OF ORDER



THE PARAGON SAFETY INKSTAND will not spill if upset; will not leak. To clean, unscrew the cap. The Paragon of Safety Inkwells.

FRANK A. WEEKS MFG. CO., 93 JOHN ST. NEW YORK

PEN AND INSURANCE PENCIL

Something that practically every user of a pen or pencil requires, and the better the pen or pencil, the more necessary it becomes



There is still some desirable territory left for jobbers who are not now handling

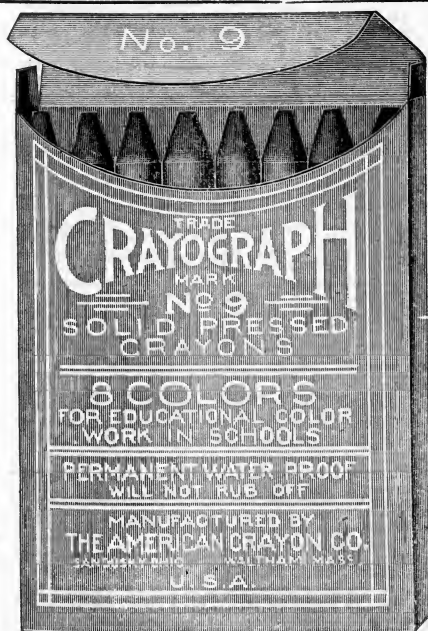
THE MODERN "B" PEN AND PENCIL CLIP

It helps to insure the safety of the pen or pencil and is a great convenience. The most popular and best clip made.



Made in three finishes, Nickel, Gilt and Gun Metal. Packed three dozen in easel box on display card. \$3.00 per gross to dealers and worth it. See that your stock is complete.

THE HOGE MFG. CO., - - 106-8 Fulton Street, New York
Also "MODERN B" Thumb Tacks, Modern Gem Paper Clips, Etc.



Get Samples and submit to your local school authorities

THEORETICALLY AND SCIENTIFICALLY

correct as an ideal medium of color expression in Art Education for school use

The American Crayon Co.
SANDUSKY, OHIO AND WALTHAM, MASS.

"True Friendship"

William J. Burkhardt, who makes a specialty of stationery novelties, 165 Danforth avenue, Jersey City, N. J., has published an attractive booklet entitled "True Friendship." It contains many sentiments on friendship, with blank pages on which further matter of the same character can be inserted. The front page has an appropriate title, hand colored, while the paper and the printing is of a high order. The booklet is packed separately, and dealers wishing prices, etc., should write Mr. Burkhardt at address given.

What the Children Read

Juvenile book-hunger, especially as observed among the little Poles and Greeks and Portuguese and other immigrant children that throng the branch libraries and reading-rooms in the poorer sections of our large cities, is as eager and insatiable as a growing child's hunger for food. These little fellow-citizens of ours, as noted recently at the North Bennet Street Reading Room in Boston, have a wholesome craving "not only for fairy stories and for all the mass of imaginative material in the general class of 'juvenile literature,' but also for the books which open the world of nature and of art to their minds. 'A book all about moths,' 'a book where I can learn how to call the stars,' 'a book with pictures of the North Pole,'—these are the sorts of requests which pour into the ears of the attendants in the children's room in the North End." A further quotation may be permitted from the Boston Public Library's interesting Fifty-ninth Annual Report. "Among the children

whom we call happier than those who fill North Bennet street there are too many who must be coaxed or driven to taste the joy of reading. But in North Bennet street, the worn, shabby book is a key to a palace of delight."—The Publishers' Weekly.

Book Note

John J. Hamilton's comprehensive volume "The Dethronement of the City Boss" has now reached its third edition. Many people have been misled by its title to think that the book was a novel, and orders have been received by the publishers from readers who thought they were buying the latest work of fiction. The book is purely and simply a description and explanation of the Commission Plan of city government; and so, with this new edition, the title has been made to convey more clearly the character of its contents, the book now appearing as "Government by Commission." This book by Mr. Hamilton, who was largely instrumental in having the plan adopted in Des Moines, was the first to be published on the subject.

Huebsch Year Books are so well known that it is needless to describe them, for people who use them once use them year after year. They are distinct from other lines, of excellent quality, bound in cloth and leather and many styles contain useful information about the world's largest cities, items of historical interest, postal information, tables of weights and measures, legal holidays and other statistics. This information has all been carefully revised and can be relied upon for accuracy.

Thompson Smith Co.

263 Fifth Ave., Cor. 29th St., New York

Dainty and Different GREETING CARDS

in envelopes for
Xmas and All Seasons

Samples sent on request Special for 1912

Valentine Cards, Hurds Royal Red Stock } \$3.00
St. Patrick Cards, Hurds Royal Green Stock } per 100

THE KIND WE HAVE MADE SO POPULAR

Franklin Paper Co.,
HOLYOKE, MASS.

Manufacturers of
INDEX BRISTOLS, WHITE BRISTOL
BLANKS, Etc.

BRASS DESK SET

\$15 Per doz., \$1.35 Each

My popular seven piece Brusher Brass Desk Set, costs one-third less than any set on the market.

RETAILS FOR \$2.50

Each in carton.

12 Sets in case.

Please send check with order if less than a case.

F. L. HARDING, 508 Broadway, N. Y.

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

HAND STAMPING PRESS FOR SALE

price \$25 guaranteed and in first-class condition. Improved English type, of press capable of doing the finest registered and illuminated work. Address Box 697, care AMERICAN STATIONER.

STATIONER WANTED, thoroughly posted in jobbing line. Capable of managing and producing results. Good salary and ample opportunity of advancement to proper person. Address, giving reference and experience, Jobber, care American Stationer.

AGENTS WANTED to sell manufacturers' line of high grade tablets, etc., to sell both the retail and jobbing trade on a commission basis. References with reply. Address P. P. C., care American Stationer.

WANTED—City filing device salesman, experienced man or one confident of ability to make good, selling strong line against considerable competition. Give experience and references. Address Box 64, care American Stationer.

WANTED—One inside and one outside salesman. Must be experienced in loose leaf goods, filing systems, etc., etc. The best opportunity in the country for a young man who is quick and up-to-date, willing to locate in a large city in Central Ohio. State experience and salary expected. Address Central, care American Stationer.

A GILT EDGE BUSINESS PROPOSITION.—The proprietor of a large stationery and office supply store in Philadelphia, doing a good business, established 15 years, will take in a silent partner, a good, reliable person with from \$5,000 to \$10,000. I need this money to expand my business, which offers unlimited possibilities; would suit either lady or gentleman. Address Gilt Edge, care American Stationer.

FOR SALE.—Book and stationery store in a Southern town of twenty thousand people. Good opportunity and not much cash required. Address Opportunity, care American Stationer.

WANTED—Bright young travelling man of personality to call on trade and sell engraved stationery. Fine opening for right man. References required. Address Fine Opening, care American Stationer.

EXPERIENCED SALESMAN, twenty years' experience in stationery, blank book and wall paper trades, is open for position. Best references. Middle States preferred. Address Hustle, care American Stationer.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.

THE NELSON CORPORATION
EXCLUSIVE MAKERS OF EVERY KIND
AND STYLE OF LOOSE LEAF BINDING
DEVICE FOR THE RETAIL TRADE.
RULED AND PRINTED SHEETS FOR SAME
443 WELLS ST., CHICAGO, ILL., U.S.A.

Strathmore Parchment

It is just as easy to sell a good quality paper as an ordinary quality—IF the difference is apparent to the buyer.

Strathmore Parchment looks so much better than other papers that the least expert buyer can see its superiority at a glance.

Our extensive advertising campaign, moreover, is directed toward educating the business man to choose the best—convincing him that what he writes ON is just as important as what he writes.

Strathmore Parchment will raise the standard of your stationery lines and bring the best and most profitable trade to your store.

Write for the Strathmore Parchment Test Book. It will show you and you can show your customers.

The "Strathmore Quality"

Typewriter Papers and Manuscript Covers

offer a range of ten grades—from Strathmore Deed and Strathmore Parchment down. Also two grades of Manuscript covers.

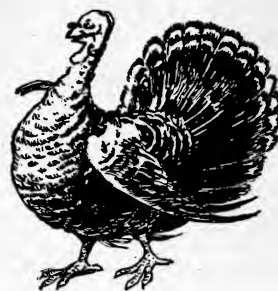
It's the line that contains exactly what you need. Write for the sample book.

Strathmore Paper Company

SUCCESSOR TO

Mittineague Paper Company

Mittineague, Mass., U. S. A.



Now is the time to order your stock of special designs in Dinner Cards and Tally Cards for Hallowe'en, Thanksgiving and the Fall season.

¶ We are prepared with some unusual ideas for your consideration and will gladly send you samples.



In White and Colors *Unexcelled for Blackboard*

Makes a Fine Soft Mark, Easy to Erase; Clean, Economical, free from Grit

Packed in Gross, Half-Gross, and Quarter-Gross Lock Corner Wood Boxes, and in Assorted Packages

Manufactured by

THE STANDARD CRAYON MFG. COMPANY
DANVERS, MASS.



TRADE OPENING UP

Boston Stationers Say That Business Is Starting Up Earlier Than Usual This Year—Trade News of the Week.

New England Office, THE AMERICAN STATIONER, 127 Federal St., BOSTON, September 26, 1911.

The fall trade among the stationers has opened up well and much earlier than was to be expected. The remarkably cool weather of the first two weeks of this month, which set the general public to buying its fall needs, was offset by the weather of the past week which was of a summer-like nature and tended to retard the fall purchases. The early fall business of the large stores has no doubt had its effect on the stationery trade, and it looks at this writing as if the local dealers could safely state that September was one of the best months they have ever had. Wedding stationery is the leading feature in the business of the social stationers, and the opening of the colleges and preparatory schools has greatly aided in maintaining the demand for the school supplies. Office and typewriter supplies are largely called for, while the commercial stationers report a brisk business with orders constantly increasing.

There was a meeting of the Boston Stationer Bowling League at the office of THE AMERICAN STATIONER yesterday

afternoon, at which time the matter of the coming season's championship games was discussed. It was voted to start the season Tuesday evening, October 10, and adopt a schedule which would cover twenty-one weeks. It was also voted to increase the membership of the League to eight teams, a team from Thomas Groom & Co. and one from the Hobbs & Warren Co. were elected members of the League, which in addition of these two teams will be comprised of Adams, Cushing & Foster, Barry, Beale & Co., W. M. L. McAdams, Thorp & Martin Co., Carters' Ink Co. and Samuel Ward Co. Messrs. Taft, Grove and Kelley were appointed a committee to look into the matter of selecting the alleys and report at a meeting which will be held on Monday, October 2.

At a meeting of the executive committee of the Boston Stationers' Association held last Tuesday, George E. Whittemore, president of the Boston Stationers' Association, was elected the delegate to attend the National Convention at Buffalo. It was also voted to hold the annual meeting and banquet of the association at the Hotel Somerset in January.

F. A. Arakelyan, well-known local photographer and one who has made pictures of the conventions held the past few years, has been appointed official

photographer for the convention to be held at Buffalo next month by the National Stationers' and Manufacturers' Association.

Charles K. Wadham, representing Z. & W. M. Crane, Dalton, Mass., was here during the past week, calling on the local trade and incidentally explaining why the team which he supported of the Boston Stationers' Association at the summer outing of the stationers failed to make the highest score. As he tried to smooth out the rough spots he soon convinced his hearers it was not poor playing or poor hitting that caused the defeat, but simply the of lack of runs.

L. H. Toner, representing Milling Safe Co., of Toledo, Ohio, was here during the past week visiting the members of the trade and talked up some added features for the safes which his concern is marketing through the trade.

Among the traveling men to visit the local trade during the past week were John A. Sherman, of the Sherman Envelope Co., Worcester, Mass.; Harry Kiggins, of Kiggins & Tooker Co., New York; W. H. Nelson, representing the Whitcomb Envelope Co.; Frank E. Sawyer, representing the Globe-Wernicke Co.; E. H. Doolittle, representing C. R. Gibson Art Publishing Co., and H. C. Parsons, representing W. A. Parsons & Co. A. A. TANYANE.

ARE YOU READY

For the Fall Trade

Order your new subjects now. You can get the cards quickly from us and at the same time be certain that quality will be top-notch.

Try Our New Monotone Style.

500 for \$4.⁰⁰; 1,000 for \$5.⁵⁰

Made from any Photo and delivered in from two to three weeks' time. There is life and snap to our cards. They stand out from the "ordinaries."

Buy your View Post Cards from the house that makes most of the BEST ones seen in the Central and Western States. Prices right and SUPREME QUALITY at the PRICE.

"It's to your advantage to send for Samples to-day."

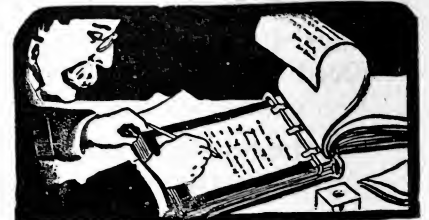


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MILWAUKEE, WIS.

Manufacturers since 1898



PEN CARBON BILL BOOKS

No Press No Water No Brush
Any Ink Any Pen Any Paper

Many of your customers would find

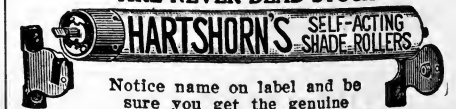
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One writing for bill and copy in bound book a real record.
Write us today for price list and circular matter.

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HARTSHORN SHADE ROLLERS
ARE NEVER DEAD STOCK



Notice name on label and be sure you get the genuine

STEWART HARTSHORN CO.

Office and Main Factory, E. Newark, N. J.

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Our Standard Grades of Flat Writing, Writing Papers, Linens, French Folios, Fine Thin Papers and Manila Writings are Shown in the Blue Book. Send for it.

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NEW YORK

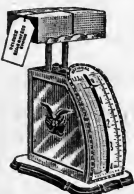


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HAWKES-JACSON COMPANY, Makers, 38 Murray St., NEW YORK

RELIABILITY



National 4 lbs.
 Union 2½ lbs.
 Columbian ... 2 lbs.
 Star 1 lb.
 Crescent 1 lb.

In selecting a Postal Scale, the one important thing to consider is reliability.

The Pelouze Postal Scales stand for both durability and reliability.

They not only tell instantly the cost of postage in cents on all classes of mail matter, but also give the exact weight.

They are beautifully made in artistic designs—appropriate for the large Business House, Office, Store and Home.

They will soon pay for themselves in stamps saved.

Every scale warranted.

For sale by leading dealers—Insist on getting a PELOUZE Scale.



Mail and Exp. 16 lbs.
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BRIGHTEN UP Your Stationery in the OFFICE, BANK, SCHOOL or HOME by using WASHBURN'S PATENT PAPER FASTENERS.

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SOLD the past YEAR should convince YOU of their SUPERIORITY.

Trade O. K. Mark

Made of brass, 3 sizes. In brass boxes of 100. Handsome. Compact. Strong. No Slipping. NEVER!

All stationers. Send 10c for sample box of 50, assorted sizes. Illustrated booklet free.

The O. K. Mfg. Co., Syracuse, N. Y. NO 1E

No. 419

Crystal Glass Prismatic Bottom

9 Inches Long, 2¼ Inches Wide

Being only 1 inch high, can be used in front of ink stand base.

THE WEEKS-NUMAN COMPANY
 Originators

39-41 Park Place, New York City

"INDEPENDENT" SAFETY FOUNTAIN PEN.

\$1.50
 With No. 2 Gold Pen.



\$2.00
 With No. 5 Gold Pen.

THIS PEN CAN BE SAFELY CARRIED IN ANY POSITION. NEW IDEA CAP LOCKS PEN WHEN NOT IN USE. ALL PURE RUBBER AND 14 KT. SOLID GOLD PENS.

WRITE FOR OUR LATEST CATALOGUE OF "VULCAN," "INDEPENDENT" AND "JUCO" FOUNTAIN AND STYLOGRAPHIC PENS; AND LOWEST TERMS TO THE TRADE.

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IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular



The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure.

We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer. Samples and prices on application.

THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

THE BUSINESS MAN'S STORE

As the Stationer's Store Is the One Merchants Seek for Supplies, Their Needs Should Be Anticipated—Sell Brains.

Contrasting the difference between the old-time and the modern up-to-date stationer, a writer in an exchange draws the following pictures:

The old place has an air of dilapidation, and, like its proprietor, is unkempt. He doesn't advertise. He simply keeps his store. He sells pens, pencils, blotters, pads of paper and ink, or whatever you ask for he attempts to find. He looks as though he had gone to seed, and so does his store. This is the stationer of the old school, and there are still some of them left. Modern business is fast driving him out of business, for the modern business man must have attention, and intelligent attention at that.

STATIONERS SHOULD SELL BRAINS.

The present-day stationer sells merchandise, but merchandise is only a part of his stock; his principal line, offered for sale to the public, is brains. Evolution in business methods has brought about this species of stationer who, in reality, supplies ideas and then sells merchandise to fill the requirements of the ideas. This man is appreciated by business men, but hardly at par. This is principally due to the fact that for years the stationer has been willing to supply the idea gratis, and then sell the customer a limited bill of merchandise at a small profit.

In a thoroughly modern stationery store a business man may secure anything required in his office. He has to but mention a problem or a result to be obtained, and the live business stationer is able to supply whatever is necessary to get the result, and in this way he is one of the most important and essential parts of the business structure. The present-day stationer is not a stationer at all. He is the proprietor of a "Business Department Store," where everything can be found, under one roof, that is necessary to fit up an office, no matter what the requirements nor how large or how small.

When business devices first made their appearance, manufacturers were in a deep quandary as to how to best handle them. The branch office proposition is a very expensive one. Men sent out on the road are also expensive, and cannot look after the requirements of the customers all of the time. Days and weeks lost in shipping meant losses to customers, dissatisfaction and a loss of trade. The stationers were thought of and rejected, as in that day the stationers were not what they are today. A few, however, seeing the possibilities, seized upon them, and, setting a good example, were followed by others, and eventually the normal, natural outlet for business devices of all sorts became the

stationery stores, and the name took on a new meaning.

INFLUENCE OF THE TYPEWRITER.

The typewriter companies started the branch office idea after trying the stationers then doing business in the country. Those old-time stationers did not make good, and the branch office idea was the result. However, the advent of the typewriter reduced the demand for ink and pens among big business concerns and created a new demand for writing paper of a standard size; for better envelopes; and for a thousand and one other things. The typewriter companies could not carry everything that the typewriter made necessary, so the business naturally drifted to the stationer. Then came a period of awakening, and it has been going on ever since. The process has worked out through two decades, and the name "Stationery Store" does not mean what it formerly did and in reality it should be changed, for in the majority of cases so-called stationery stores are not stationery stores at all, and this change in the aspect of things has given rise to the establishment of another class of business that properly comes under the head of "Stationery Stores," and these are increasing in number and prosperity daily. This latter class supply "stationery," fancy and plain; make a specialty of fine writing paper and special designs, papeteries and the like, this business gradually drifting away from the men who deal in business machinery and appliances.

There are two lessons to be drawn from the existing conditions. One for the business man who buys business devices and appliances, and the other for the man who sells them.

The man who buys should learn to depend more and more upon the judgment, knowledge and experience of the dealer. He should be consulted whenever any change is contemplated in office arrangement, and every business man should make it a point to visit these "Business Men's Department Stores."

ANTICIPATE BUSINESS NEEDS.

The other lesson to be drawn from the present evolutionary period of the stationery business is directed toward the stationer himself. He is the man who makes the transaction of modern business possible by supplying the tools with which the work is done. Therefore it is up to him to improve every opportunity and seek out new ones. As a matter of fact, opportunities are not mendicants, they do not present themselves, begging to be taken advantage of, but they are made by the man who seeks success, and whose desire is to excel or to accomplish.

The trouble with many of the men who supply the needs of the office are that they do not rise to the importance of their own situations. They take too much for granted and leave too much to the man who wants

the goods. The very same man to whom they are catering would consider himself a poor business man if he waited for his customer to take the lead. He takes it. He finds out what the man needs and then sells it to him. This is a good tip for the stationer and business device dealer. Both should show a progressive spirit.

The foregoing article from an American contemporary contrasts the present-day stationery store with that of the past, and shows how it has been affected by the specialization which is being increasingly cultivated.

Beauty Culture

To paraphrase Pope with more truth than poetry, woman never is, but always wants to be beautiful, if one can credit the testimony of the thousand and one books that vie with one another in giving her advice as to how she can change herself more comely. The desire to change the tint of her complexion, the color of her hair, the lines of her figure, has been so persistently present with her through thousands of generations and in so many lands that it deserves to be classed with those secondary sexual characteristics that Darwin thought to be of so much consequence. And so long as she has this conviction that she can make herself look more lovely by making herself look otherwise, the beauty book will undoubtedly be with us.

It seems, too, as if there would soon be an accumulation of beauty books mountain high, for every few months sees a new one sent forth by still another high priest or priestess of the cult. When one considers their legion of recipes for inducing some other kind of appearance of eyebrows, or hands, or waist, or hair; or complexion one marvels what womankind would be like if there were no such cult of the alleged beautiful.

What would woman look like, anyway, if she did nothing to herself to make her look different? The beauty books hide the answer to that question in deepest and darkest mystery; but here is one, the latest of them all, that seems to have turned a new leaf in the practice of the art of making woman beautiful by re-hairing and re-figuring and re-complexioning her. For it does not hesitate to urge woman in many ways to leave herself as God made her. William A. Woodbury, in his "Beauty Culture" (Dillingham, \$2), advises his readers to wear wide-soles and low-heeled shoes, and urges against the wearing of false hair, and does many other things that are quite unusual among those who seek to direct woman's aspirations beautyward. His book, however, contains a full number of recipes and directions upon all the usual subjects, together with much physiological and anatomical explanation of his advice, and a brief account of the history of some of the usages of the toilet. It is fully illustrated with figures and diagrams.



Write for Dealer's Prices on Full Line

The reason that Consumers always come back for *more* of
Day's White Paste

is that they find that it is always smooth and even; that it will not smear; does not mould or sour; and that it does not crystallize. It is pure white, perfectly neutral and cannot soil anything it may be used on.

A PERFECT PASTE FOR ALL PASTE USES

Day's White Paste has been advertised so extensively by the manufacturer, and the article has proven so satisfactory to the consumer, it has created a demand that grows with every year.

Put up in Full-Size, Full-Weight containers. In 6-lb. and 12-lb. pails, the most economical paste on the market.

Our prices to dealers will interest you. Write for them.



DIAMOND PASTE CO., 72 HAMILTON ST., ALBANY, N. Y.

**700
 NUMBERS
 1000
 NEW DESIGNS**

Guest, Tally, Halloween, Thanksgiving, Valentine, St. Patrick, Easter Cards. Party Invitations, Tally and Guest Cards to match for all seasons.

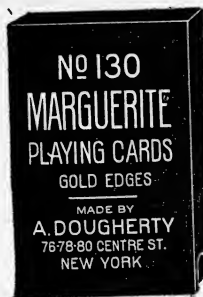
**CHAS. S. CLARK CO.
 ST. LOUIS, U. S. A.**

It won't hurt to advise us of your interest, our salesman might miss you.

There are years
 of success back of
Carter's Ink
 and years of success
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DOUGHERTY'S PLAYING CARDS

KNOWN FOR MORE THAN HALF A CENTURY



No. 130 MARGUERITES | No. 9 TALLY-HO

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LINOID OR ENAMEL FINISH

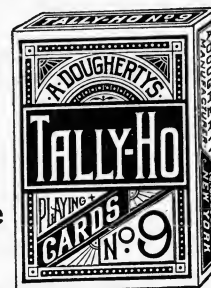
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The Best 25c. Card Made

A Perfumed Card

Good Assortment of Designs

Six floral back designs in natural colors.
 A valuable coupon in each pack



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UNION ENVELOPE COMPANY

Makers of DUPLEX CHURCH COLLECTION ENVELOPES

Makers of All Kinds of Envelopes

LET US SUBMIT QUOTATIONS.

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LATEST PUBLICATIONS

Literature

Including Essays and Poetry

"The Collected Works of Ambrose Bierce," 8vo. New York: Neale Publishing Company. Vol. X., "The Opinionator."

"The Essential Poetry of Pope." Compiled by William Walker. 12mo. New York: E. P. Dutton & Co. 50 cents.

"The House of Life." By Harold Johnson. 12mo. New York: E. P. Dutton & Co. \$1.

"The Divine Comedy." By Alighieri Dante. Translated by C. E. Wheeler. 12mo. New York: E. P. Dutton & Co. Three vols. "Hell," "Purgatory," and "Paradise."

Religion

"Day Unto Day." By Louis Howland. 12mo. Indianapolis: Bobbs-Merrill Co.

"The Modern Man's Religion." By Charles Reynolds Brown. 12mo. New York: Teachers' College, Columbia University.

"The Social Task of Christianity." By Samuel Zane Batten. 12mo. New York: Fleming H. Revell Co. \$1.25.

"An Interpretation of India's Religious History." By Robert A. Hume. 12mo. New York: Fleming H. Revell Co. \$1.25.

"A History of the Jews." By Paul Goodman. 12mo. New York: E. P. Dutton & Co. 35 cents.

"The Reunion of Christendom." By Francis Goodman. 12mo. New York: Broadway Publishing Co. \$1.50.

"At the Gate Beautiful." By David James Burrell. 12mo. New York: American Tract Society. 50 cents.

"Christian Thought to the Reformation." By Herbert W. Workman. 12mo. New York: Charles Scribner's Sons. 75 cents.

Travel and Description

"Medieval Sicily." By Cecilia Waern. 8vo. New York: E. P. Dutton & Co. \$4.

"Sinai in Spring." By M. J. Rendall. 12mo. New York: E. P. Dutton & Co. \$1.50.

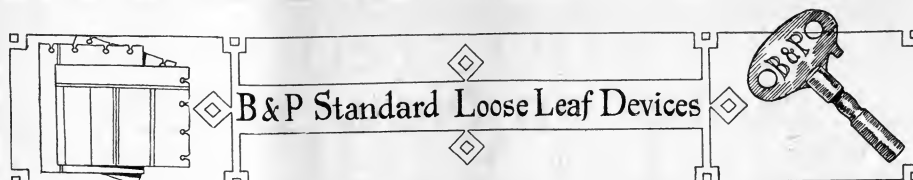
"An Artisan Missionary on the Zambesi." By John MacConachje. 12mo. New York: American Tract Society. 50 cents.

Juvenile

"Children's Story Sermons." By Hugh T. Kerr. 12mo. New York: Fleming H. Revell Co. \$1.

"Captain Ginger's Playmates." By Isabel Anderson. 12mo. Boston: C. M. Clark Publishing Co. 50 cents.

"Captain Ginger Aboard the Gee Whiz." By Isabel Anderson. 12mo. Boston: C. M. Clark Publishing Co. 50 cents.



So We Designed This New B&P Trade-Mark

We did not buy the Sieber & Trussell LOOSE LEAF line UNTIL our investigations had proven clearly that the SIEBER & TRUSSELL devices added to our STANDARD line—would give us the CLEVEREST as well as the LARGEST LOOSE LEAF line on the market.

This new trade-mark stands for these UNITED lines.

EVERY loose leaf device we make will bear this mark of identification. This trade-mark is an absolute and positive GUARANTEE. You, Mr. Dealer, will know that your assurances of quality and service, given the customer, are FULLY BACKED UP by the responsible company BEHIND the trade-mark.

We shall back up this trade-mark not only WILLINGLY, but COR-DIALLY.

The B&P representative is coming with the new samples soon.

Boorum & Pease Loose Leaf Book Co.

MANUFACTURERS OF

"Standard" and "Sieber & Trussell"
LOOSE LEAF DEVICES

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Blank Books You've Never Seen

In the B&P Blank Book line of 10,001 numbers, there are, perhaps, some fine sellers you've never seen.

Because we are constantly devising improved record books that help the business man, while you may be simply duplicating previous items.

ASK our representative about this. He's too wise to sell you any "stickers" and he MIGHT suggest some "live ones" you'd be glad to add.

Boorum & Pease Company

MANUFACTURERS OF

STANDARD BLANK BOOKS
The Line of 10,001 Numbers

HOME OFFICES Bridge, Front & York Sts., Brooklyn, N. Y. FACTORIES Brooklyn, N. Y. St. Louis, Mo.

SALESROOMS

109-111 Leonard St., New York Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.



Notes on New Books

Most Popular Books of the Week

The New York Public Library, Circulation Department, reports books most in demand, excluding fiction, for the week ending September 27, as follows:

Browne's "Everywoman."

Bennett's "How to Live on Twenty-four Hours a Day."

Maeterlinck's "Plays."

Carleton's "One Way Out."

Schreiner's "Woman and Labor."

Wellman's "Aerial Age."

Lorand's "Old Age Deferred."

Thayer's "Astir."

Carey of "The Owls"

"Carey of St. Ursula's," by Jane Brewster Reid (the Baker & Taylor Company, \$1.25), continues the story of "The Owls of St. Ursula's." Carey is an uncommonly nice little Southern girl, who speaks in the pretty fashion of the Southland, with the broad "a," and is one of the "owls" who take their name from the owl tower which they inhabit at St. Ursula's school. She is a shrinking little lady, anxious to overcome her lack of poise. She shows a very definite strength of character in an episode with two of the seniors in the opening of the book and in the way in which she gains possession of her journal, which they are

holding as a ransom for a class secret. Carey has surprised.

It is a lively, well-written story of school-girl life and at the close Carey is beginning to find herself.

Two "Captain Ginger" Books

The "Captain Ginger" stories by Isabel Anderson (C. M. Clark Publishing Company, Boston, 50 cents each) are a new and refreshing set of little books which young children may read for themselves. There are simple illustrations on each page, accompanied by a pointed sentence or two which carries onward the amusing and sometimes instructive tale of Ginger's doings. This device, though not new, is always a welcome one when used in books for those very little readers who commonly cannot properly digest more than a few lines at a time.

The first of the series, "Captain Ginger Aboard the Gee Whiz," is full of sparkle and laughs. The introductory page is illustrated by the little picture of a houseboat, the Gee Whiz, which the small reader is told was "big and beautiful" and had "most exciting engines to make it go."

The second book, "Captain Ginger's Playmates," is rather more ambitious than the other in its effort to teach an ethical lesson, and it shows the strain a bit. The

parable of "Bad Boy," "Good Boy," and "Little Doubt" is not interesting enough (nor clear enough) to offset the antagonism in the modern child's mind against any suspicion of preaching.

The third and fourth volumes of the set are soon to appear.

Life In Gray Tones.

In "Orphans," by Helen Dawes Brown (Houghton Mifflin Co., \$1.20) not death but divorce deprives these two, brother and sister, of their natural parents. A boys' school solves the problem of Dan's education, while a devoted aunt undertakes Susanne's and, incidentally, works out a satisfactory romance for herself. The end of the story lands the reunited orphans in the haven of the co-educational college, where, we believe, the scandal of their parents' separation no longer militates against them.

Apart from implied "lessons" mildly but persistently thrust upon the reader, the tale is a rather gray reflection of life in a small "Lake city." The characters are drawn from life, no doubt, but with no very decisive strokes, and the leaden atmosphere of a "backwater" community is over and around them all.

A Charming Little Rebel

"The Littlest Rebel," by Edward Peple (Moffat, Yard & Co., 75 cents), is dedicated to the memory of General Robert E. Lee. It is one of those heart-aching stories of the Civil War. The littlest rebel is Virgie—"Miss Virginia Houston Cary," she tells the Yankee Colonel, to whom she also tells

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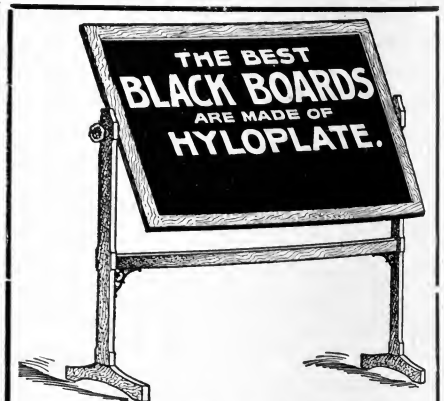
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a "whopper" to save "Daddyman" and for the sake of General Lee. She does save Daddy man—not by the whopper, but by being the bravest, sweetest little rebel in all the unhappy South. And when the Yankee Colonel goes, leaving behind him a pass which will take the littlest rebel and her daddy through the Federal lines, she pays him with kisses, one for himself and one for his own little daughter.

"Tell her it's from Virgie," she said. "An' tell her I sent it, 'cause her daddy is jus' the best damn Yankee that ever was!"

The story is published in a pretty little volume with marginal decorations to the pages, and several illustrations. A four-act play based on this story is to be brought out in New York this winter.

Love—A Prairie Fire

Alison Leigh, a refined and pretty English girl, travels "colonist" across Canada to Winnipeg in Harold Bindloss's new novel, "A Prairie Courtship" (Stokes, \$1.25) expecting to go to work at once in a position already engaged. But the firm has failed, and she is friendless in a strange land with only a few dollars in her purse. She searches for work and finds none until the dollars have dwindled to two, and then takes passage with "Maverick" Thorne, who rides about the country selling gramophones and patent medicines, soap and face powder to farmers and their wives, for a home-stead far in the country where lives a woman she had once known in England. She finds a home with another farmer's wife, and learns to love the wild prairie country, which at first seemed dreary and forbidding. And "Maveric" Thorne, merry, kindly ne'er do well, gets from her an inspiration to go to work and becomes as heroic and forceful a pioneer as any of them.

The story is after the well-known manner of Mr. Blindloss's previous tales of the Canadian Northwest. He knows his region perfectly, and whether he takes the mountains, the forests, or the prairie for his setting, he makes the reader see it as it looks to his own eyes and heart and feel something of the heroism and the titanic toils of the men and women who are its conquerors. In this new book he loses even more of the desirable effect than usual by reason of his slow narrative, his stilted conversation, and the minuteness of his material descriptions. But when he finally gets through he has, after all, told a pretty good story with a lot of action and incident, including a thrilling episode in which the mounted police have a share, that are full of local color. His "Maverick" Thorne has a strong family resemblance to his other heroes, being at the start well-bred and well educated, but raggedly clothed, somewhat down on his luck, and, in general, his own worst enemy, but presently pulling himself together for love's sake and doing big things of full man's size even in the Northwest country.

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